

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 5, 1978

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	33.8	24,640
2	LAVERNE AND SHIRLEY	32.6	23,770
3	THREE'S COMPANY	28.4	20,700
4	CHARLIE'S ANGELS	27.5	20,050
5	ABC'S SILVER ANNIV. CELEB(S)	27.2	19,830
6	LOVE BOAT	26.3	19,170
7	LITTLE HOUSE-PRAIRIE	25.7	18,740
8	HARVEY KORMAN SHOW(S)	25.0	18,230
9	NBC MONDAY NIGHT MOVIES	24.9	18,150
10	ONE DAY AT A TIME#	24.8	18,080
11	FANTASY ISLAND	24.5	17,860
12	BARNEY MILLER	24.4	17,790
13	EIGHT IS ENOUGH	24.1	17,570
14	G.E. THEATRE(S)	23.9	17,420
15	BARNABY JONES	23.7	17,280
15	M*A*S*H#	23.7	17,280
17	LOU GRANT#	23.6	17,200
18	60 MINUTES	22.9	16,690
18	STARSKY AND HUTCH	22.9	16,690

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	28.1	57,240
2	LAVERNE AND SHIRLEY	25.8	52,610
3	THREE'S COMPANY	22.1	45,090
4	ABC'S SILVER ANNIV. CELEB(S)	21.4	43,650
5	LOVE BOAT	20.9	42,700
6	CHARLIE'S ANGELS	19.8	40,330
7	EIGHT IS ENOUGH	19.2	39,230
8	HARVEY KORMAN SHOW(S)	18.7	38,120
9	WELCOME BACK,KOTTER	18.1	36,860
10	CHARLIE BROWN SPECIAL(S)	17.8	36,340
11	LITTLE HOUSE-PRAIRIE	17.8	36,270
12	FANTASY ISLAND	17.6	35,940
13	ONE DAY AT A TIME#	17.3	35,380
14	BARNEY MILLER	17.1	34,970
15	WONDERFUL WORLD OF DISNEY	16.9	34,490
16	FISH	16.8	34,310
17	M*A*S*H#	16.6	33,870
18	RIKKI-TIKKI-TAV(S)	16.5	33,740
19	SIX MILLION DOLLAR MAN#	15.9	32,430

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	25.9	19,940
2	HAPPY DAYS	25.6	19,730
3	ABC'S SILVER ANNIV. CELEB(S)	24.2	18,660
4	THREE'S COMPANY	23.3	17,950
5	G.E. THEATRE(S)	22.3	17,220
6	LOVE BOAT	21.6	16,670
7	LITTLE HOUSE-PRAIRIE	21.4	16,480
8	HARVEY KORMAN SHOW(S)	21.4	16,470
9	CHARLIE'S ANGELS	21.2	16,370
10	ONE DAY AT A TIME#	20.7	15,970
11	NBC MONDAY NIGHT MOVIES	20.6	15,880
12	BARNABY JONES	19.9	15,310
13	WALTONS	19.5	15,010
14	FANTASY ISLAND	19.3	14,880
15	M*A*S*H#	19.2	14,810
16	LOU GRANT#	19.2	14,780
17	EIGHT IS ENOUGH	19.0	14,630
18	ALL IN THE FAMILY	18.3	14,090

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	21.3	14,710
2	60 MINUTES	19.5	13,530
3	ABC'S SILVER ANNIV. CELEB(S)	19.2	13,320
4	LAVERNE AND SHIRLEY	19.2	13,290
5	BIG EVENT	18.8	13,030
6	PRO BOWL FOOTBALL GAME(S)	18.0	12,430
7	LOVE BOAT	17.7	12,220
8	THREE'S COMPANY	17.3	11,980
9	BARNEY MILLER	17.0	11,760
10	BARNABY JONES	16.7	11,550
11	LITTLE HOUSE-PRAIRIE	16.6	11,480
12	FANTASY ISLAND	16.4	11,340
13	G.E. THEATRE(S)	16.3	11,310
14	SIX MILLION DOLLAR MAN#	16.3	11,300
15	CBS TUESDAY NIGHT MOVIES#	16.2	11,230
16	CHARLIE'S ANGELS	16.0	11,060
17	BLACK BEAUTY-PART V(S)	15.8	10,960
18	LOU GRANT#	15.7	10,850
19	ALL IN THE FAMILY	15.7	10,840

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 5, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	30.6	14,610
2	LAVERNE AND SHIRLEY	29.7	14,190
3	THREE'S COMPANY	27.0	12,920
4	ABC'S SILVER ANNIV. CELEB(S)	27.0	12,910
5	LOVE BOAT	25.4	12,110
6	HARVEY KORMAN SHOW(S)	24.3	11,590
7	G.E. THEATRE(S)	23.7	11,320
8	FANTASY ISLAND	22.9	10,940
9	ONE DAY AT A TIME#	22.8	10,910
10	CHARLIE'S ANGELS	22.5	10,770
11	EIGHT IS ENOUGH	22.1	10,550
12	M*A*S*H#	21.8	10,390
13	STARSKY AND HUTCH	21.2	10,150
14	LOU GRANT#	21.2	10,130
15	ABC SUNDAY NIGHT MOVIE#	20.8	9,940
16	BARNEY MILLER	19.7	9,390
17	NBC MONDAY NIGHT MOVIES	19.0	9,090
18	ABC FRIDAY NIGHT MOVIE	18.6	8,890

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LITTLE HOUSE-PRAIRIE	30.5	7,070
2	WALTONS	28.1	6,520
3	LEAPIN' LIZARDS-LIBERACE(S)	25.6	5,930
4	60 MINUTES	24.9	5,770
5	ALICE	24.6	5,710
6	KRAFT-75TH ANNIVERSARY SP(S)	24.4	5,660
7	ALL IN THE FAMILY	24.3	5,640
8	JEFFERSONS	24.0	5,560
9	BARNABY JONES	22.8	5,280
10	LIFE-TIMES-GRIZZLY ADAMS#	22.3	5,170
11	HAWAII FIVE-O#	22.3	5,160
12	BLACK BEAUTY-PART I(S)	21.0	4,860
12	BLACK BEAUTY-PART IV(S)	21.0	4,860
14	BLACK BEAUTY-PART V(S)	20.7	4,810
15	NBC MONDAY NIGHT MOVIES	20.7	4,790
16	CBS EVENING NEWS-CRONKITE	20.0	4,630
17	RHODA	19.9	4,610
18	BOB NEWHART SHOW	19.8	4,600
18	ROCKFORD FILES	19.8	4,600
20	BLACK BEAUTY-PART II(S)	19.7	4,560
21	NBC NIGHTLY NEWS	19.4	4,500

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	23.8	10,820
2	LAVERNE AND SHIRLEY	21.4	9,730
3	ABC'S SILVER ANNIV. CELEB(S)	20.7	9,400
4	BIG EVENT	19.8	8,980
5	THREE'S COMPANY	19.0	8,620
6	FANTASY ISLAND	18.1	8,210
7	LOVE BOAT	17.6	8,000
8	PRO BOWL FOOTBALL GAME(S)	17.4	7,910
9	SIX MILLION DOLLAR MAN#	17.4	7,900
10	ABC FRIDAY NIGHT MOVIE	17.2	7,810
11	BARNEY MILLER	16.8	7,610
12	STARSKY AND HUTCH	16.5	7,510
13	WELCOME BACK,KOTTER	16.2	7,370
14	WONDERFUL WORLD OF DISNEY	16.2	7,350
15	CHARLIE'S ANGELS	16.1	7,300
16	ABC SUNDAY NIGHT MOVIE#	15.3	6,930
16	CBS TUESDAY NIGHT MOVIES#	15.3	6,930
16	60 MINUTES	15.3	6,930

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.1	5,490
2	LITTLE HOUSE-PRAIRIE	27.6	5,030
3	BARNABY JONES	25.4	4,630
4	LEAPIN' LIZARDS-LIBERACE(S)	25.2	4,590
5	ALL IN THE FAMILY	24.4	4,440
6	BLACK BEAUTY-PART IV(S)	23.5	4,290
7	ALICE	23.3	4,250
8	BLACK BEAUTY-PART I(S)	22.1	4,030
9	BLACK BEAUTY-PART V(S)	22.1	4,020
10	WALTONS	21.7	3,960
11	RHODA	21.6	3,940
12	ROCKFORD FILES	21.6	3,930
13	HAWAII FIVE-O#	21.4	3,900
14	LIFE-TIMES-GRIZZLY ADAMS#	20.8	3,800
15	BLACK BEAUTY-PART II(S)	20.7	3,770
16	KRAFT-75TH ANNIVERSARY SP(S)	20.6	3,760
17	QUINCY, M.E.	20.6	3,750
18	PRO BOWL FOOTBALL GAME(S)	20.2	3,690
19	ON OUR OWN	19.8	3,610
20	CBS TUESDAY NIGHT MOVIES#	19.7	3,590
21	G.E. THEATRE(S)	19.6	3,570
22	CBS EVENING NEWS-CRONKITE	19.2	3,500
23	CHICO AND THE MAN#	19.1	3,480

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)				
														TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TOTAL	FEM.	TOTAL	6-11		
*EVENING																																	
ABC FRIDAY NIGHT MOVIE						14	194	193	A	21.6	35	1575	1988	729 263	817 366	565 479	76 173	682 270	495 432	101 141	251 96	238 184											
FRI. 9.00P 120 ABC FF						99	98	B	20.1	34	1465	1991	737 270	820 370	581 466	92 181	617 264	434 384	86 136	258 112	296 226												
9.00 - 9.30								A	21.0	33	1531	2065	765 273	836 353	570 483	82 192	707 263	508 459	99 149	240 100	282 202												
9.30 - 10.00								A	21.1	33	1538	2003	762 262	839 364	576 493	76^186	689 259	497 439	102 148	243 91	232 184												
10.00 - 10.30								A	22.4	37	1633	1954	708 257	803 374	559 475	72^160	664 275	482 408	100 139	259 94	228 187												
10.30 - 11.00								A	21.8	37	1589	1938	688 263	793 370	558 465	77 155	678 287	498 422	101 136	260 99	207 166												
ABC MINUTE MAGAZINE						4	160		A	12.2	19	889	2496	626 318	701 279	466 362	145^187^	884 302	427 412	185^332	335 188^	576 429											
1 SUN. 7.58P 1 ABC N							89	B	13.6	20	991	2216	651 236	733 325	494 379	117 186	643 286	408 335	91 171	318 187	522 363												
ABC NEWS CLOSEUP(S)								188	A	9.2	15	671	1736	615 249^	743 401	557 482	63^108^	719 308^	450 371	82^217^	106^ 32^	168^ 100^											
2 MON. 10.00P 60 ABC DN							99	A	10.5	16	765	1797	648 281^	778 409	603 517	56^105^	715 312	456 370	77^201^	141^ 53^	163^ 100^												
10.00 - 10.30								A	8.0	14	583	1617	559 205^	680 384^	481 427	68^107^	708 296^	434 365^	88^231^	56^ LT	173^ 95^												
10.30 - 11.00								A	9.2	15	671	1835	591 367	770 284^	427 350	123^240^	679 259^	408 384	152^214^	100^ 65^	286^ 255^												
ABC EVENING NEWS(S)							127		A	12.6	22	919	1718	707 239	773 215	382 419	130 257	643 205	344 326	131 246	167 86	135 94											
1 MON. 6.44P 16 ABC N							84	B	10.3	19	751	1729	709 223	778 237	391 385	121 273	661 208	341 336	141 259	135 59	155 93												
ABC NEWS-REASONER/WALTERS						89	197	196	A	12.6	22	919	1718	707 239	773 215	382 419	130 257	643 205	344 326	131 246	167 86	135 94											
1 TU-F 6.30P 30 ABC N							99	B	10.3	19	751	1729	709 223	778 237	391 385	121 273	661 208	341 336	141 259	135 59	155 93												
2 M-F 6.30P 30																																	
ABC NEWSBRIEF-M-F						99	176	179	A	17.2	26	1254	1989	722 285	813 354	547 471	90 199	593 235	396 368	80 147	285 144	298 210											
1 M & F 8.58P 1 ABC N							95	B	18.8	29	1371	1960	709 269	790 337	533 441	92 196	610 251	400 345	88 159	257 130	303 221												
1 TU-TH 9.58P 1																																	
2 MTUTh 9.58P 1																																	
2 WED. 10.23P 1																																	
2 FRI. 8.58P 1																																	
ABC NEWSBRIEF-SAT.						20	180	183	A	24.9	42	1815	2147	758 321	861 399	618 496	116 191	632 264	421 365	103 155	262 138	392 287											
SAT. 9.58P 1 ABC N							96	B	18.9	33	1378	2170	691 270	777 356	554 447	81 163	668 286	464 392	91 154	315 163	410 312												
ABC NEWSBRIEF-SUN.						19	186		A	19.0	28	1385	2255	683 287	751 363	584 410	113^140^	767 334	512 449	113^167^	253 77^	484 331											
1 SUN. 8.58P 1 ABC N							97	B	19.6	29	1429	2210	674 258	756 347	532 427	81 168	703 301	482 417	95 157	285 120	466 327												
ABC SATURDAY EVENING NEWS						9	119		A	6.5	12	474	1916	490^254^	606 234^	381^368^	100^173^	843 288^	445^523	111^224^	218^ 31^	249^ 68^											
1 SAT. 6.30P 30 ABC N							68	B	6.1	12	445	1743	560 210	615 197	338 305	113 218	798 256	454 422	138 258	125 41	205 111												
ABC SUNDAY NIGHT MOVIE						16	189		A	20.8	32	1516	1991	830 252	894 426	655 534	101^173	627 290	458 398	94^124^	178 100^	292 161											
1 SUN. 9.00P 120 ABC FF							98	B	21.6	34	1575	1992	758 286	827 377	596 492	88 172	757 351	560 474	91 143	249 96	159 117												
9.00 - 9.30								A	19.8	29	1443	2087	870 262	958 476	708 547	96^177	669 319	503 417	96^127^	172 88^	288 158^												
9.30 - 10.00								A	20.5	30	1494	2069	851 268	910 443	668 538	113^177	664 304	470 411	112^141^	183 108^	312 175												
10.00 - 10.30								A	21.6	34	1575	1917	802 243	855 395	623 525	102^169	579 255	408 383	88^123^	181 108^	302 174												
10.30 - 11.00								A	21.3	35	1553	1892	805 235	863 400	629 516	100^174	590 281	446 381	77^100^	171 89^	268 138^												
ABC WEEKEND NEWS-SATURDAY						18	158	157	A	7.7	16	561	1736	735 239	825 417	606 500	82^164^	650 269	486 400	97^125^	149^ 56^	112^ 41^											
SAT. 11.00P 15 ABC N							90	B	7.9	17	576	1671	661 249	732 298	482 406	85 187	694 309	501 389	84 146	159 72	86 61												
ABC WEEKEND NEWS-SUNDAY						17	157	157	A	6.4	13	467	1666	752 253^	755 201^	430 459	138^265	693 260	431 435	85^168^	152^ 34^	66^ 66^											
SUN. 11.00P 15 ABC N							97	B	6.1	15	445	1633	705 218	775 286	497 446	104 211	674 262	455 426	80 139	129 49	55 37												
ABC'S SILVER ANNIV. CELEB(S)								193	A	27.2	40	1983	2201	830 291	940 414	649 516	81^211	671 284	473 410	75^134	311 159	279 195											
2 SUN. 7.00P 240 ABC GV							99	A	24.3	38	1771	2324	772 275	874 388	599 460	79^228	690 251	446 430	95^176	314 168	446 304												
7.00 - 7.30								A	26.2	39	1910	2313	789 297	897 409	620 481	76^215	647 233	421 400	93^162	325 172	444 300												
7.30 - 8.00																																	
CONT'D																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																						
ABC'S SILVER ANNIV-CONT'D																																						
8.00 - 8.30																		A	29.4	43	2143	2392	858	317	964	423	653	521	82^230	729	294	495	435	96^167	290	156	409	255
8.30 - 9.00																		A	31.6	45	2304	2288	879	302	961	409	647	524	80^231	714	295	501	437	82^144	284	138	329	221
9.00 - 9.30																		A	27.5	39	2005	2170	873	285	972	417	673	545	69^206	660	297	484	386	56^115^	326	172	212	156
9.30 - 10.00																		A	27.0	38	1968	2088	848	273	956	413	666	537	69^196	654	305	489	392	54^107^	341	174	137	110^
10.00 - 10.30																		A	26.8	40	1954	1992	801	279	942	426	671	526	91^189	628	291	475	386	56^ 98^	303	154	119^	103^
10.30 - 11.00																		A	24.7	39	1801	2002	801	288	947	424	672	530	100^189	630	294	468	392	58^104^	299	139	126^	106^
ALICE																																						
SUN. 9.30P 30 CBS CS 14 194 201																		A	22.3	32	1626	1833	752	321	865	262	440	383	170 350	645	189	323	304	119 262	173 85	150 115		
																		B	23.7	35	1728	1937	784	291	883	291	484	434	145 319	678	219	368	335	109 250	202 101	174 123		
ALL IN THE FAMILY																																						
SUN. 9.00P 30 CBS CS 16 197 199																		A	21.9	32	1597	1887	764	321	881	287	460	381	193 353	679	217	332	306	132 277	169 78	158 115		
																		B	24.9	37	1815	1961	788	298	893	293	483	427	147 332	698	237	378	341	118 257	200 108	170 125		
BABY, I'M BACK																																						
2 MON. 8.30P 30 CBS CS 1 180																		A	20.5	30	1494	1915	715	238	843	347	548	415	119^234	539	224	318	265	94^163	308 184	225 134^		
																		B	20.5	30	1494	1915	715	238	843	347	548	415	119 234	539	224	318	265	94 163	308 184	225 134		
BARETTA																																						
2 THU. 10.00P 60 ABC OP 1 182																		A	18.9	33	1378	1769	735	338	783	332	573	477	108^161^	632	241	427	359	118^168^	268 130^	86^ 72^		
																		B	18.9	33	1378	1769	735	338	783	332	573	477	108 161	632	241	427	359	118 168	268 130	86 72		
10.00 - 10.30																		A	18.8	32	1371	1753	728	347	787	338	584	475	108^161^	615	229	413	349	124^170^	264 125^	87^ 70^		
10.30 - 11.00																		A	19.1	34	1392	1767	740	327	776	327	559	477	102^159^	641	251	436	364	115^166^	267 131^	83^ 72^		
BARETTA-11:30PM																																						
FRI. 11.30P 67 ABC OP 18 161 164																		A	7.9	23	576	1526	650	155^	699	211	414	366	139^240	586 158^	330 362	114^175^	174^ 60^	67^ 54^				
																		B	7.3	23	532	1533	657	182	708	243	433	379	92 216	552 234	398 331	60 112	194 96	79 72				
11.30 - 12.00																		A	7.9	21	576	1547	644	209	698	235	442	381	134^229	580 173^	340 357	109^169^	217 61^	52^ 40^				
12.00 - 12.30																		A	8.0	25	583	1540	665	111^	699	193^	390	351	140^254	603 155^	332 368	118^184^	158^ 62^	80^ 67^				
BARNABY JONES																																						
1 THU. 9.00P 120 CBS PD 18 185 186																		A	23.7	38	1728	1737	802	267	886	266	492	464	153 306	668	205	318	314	113 267	91 37^	92 46^		
2 THU. 10.00P 60																		B	21.1	36	1538	1709	787	258	865	256	473	455	142 306	632	176	318	316	114 249	113 50	99 66		
9.00 - 9.30																		A	22.5	33	1640	1900	806	272	905	268	481	471	156 333	674	228	311	292	120^289	101^ 40^	220 104^		
9.30 - 10.00																		A	24.6	36	1793	1844	798	271	880	251	463	469	151 319	718	242	345	299	121^297	116^ 41^	130^ 73^		
10.00 - 10.30																		A	23.6	38	1720	1674	800	269	879	270	496	459	151 298	647	180	303	320	105 253	87 39^	61^ 31^		
10.30 - 11.00																		A	24.0	41	1750	1665	806	262	888	270	508	467	153 293	661	198	318	325	113 257	77 32^	39^ 21^		
BARNEY MILLER																																						
THU. 9.00P 30 ABC CS 18 189 189																		A	24.4	37	1779	1966	720	315	791	321	527	460	100 193	661	285	427	370	98 173	279 126	235 151		
																		B	21.7	34	1582	1877	697	277	764	298	514	453	92 186	615	262	405	351	92 154	256 121	242 170		
BIG EVENT-TUE.																																						
1 TUE. 8.00P 180 NBC FV 3 206 197																		A	21.1	32	1538	1763	769	234	836	300	499	456	129 253	630	229	390	341	130 208	185 87	112 66^		
2 TUE. 9.00P 120																		B	19.9	30	1451	1749	747	258	832	295	502	457	127 253	647	219	383	358	130 217	153 69	117 75		
8.00 - 8.30																		A	22.5	33	1640	1937	767	249	847	337	496	428	131^273	630	231	376	328	155 236	232 130^	228 129^		
8.30 - 9.00																		A	24.9	36	1815	1880	759	281	841	335	514	432	130 260	628	235	395	339	139 218	218 111^	193 114^		
9.00 - 9.30																		A	19.6	29	1429	1735	766	232	834	258	470	449	133 279	628	215	368	324	136 224	157 65^	116 78^		
9.30 - 10.00																		A	21.2	31	1545	1729	778	228	837	283	498	468	128 258	626	235	394	345	126 197	170 75^	96 57^		
10.00 - 10.30																		A	21.0	33	1531	1707	765	236	830	307	512	470	122 227	630	231	395	347	124 194	179 79	68^ 37^		
10.30 - 11.00																		A	20.1	34	1465	1717	774	210	833	308	510	479	121 220	637	230	402	356	117 194	191 86	56^ 34^		
BIG EVENT																																						
1 SUN. 9.00P 125 NBC FV 19 205 208																		A	21.3	32	1553	2043	752	250	787	315	542	488	86 178	839	331	578	506	115 194	266 90	151 118		
2 SUN. 9.00P 120																		B	20.1	31	1465	1971	794	300	875	341	560	489	116 238	721	295	469	426	98 185	198 93	177 126		
9.00 - 9.30																		A	20.1	29	1465	2181	738	247	776	310	539	480	70^172	850	342	591	503	109 192	300 101	255 205		
9.30 - 10.00																		A	21.4	31	1560	2115	750	255	791	317	550	499	78 169	854	340	596	518	108 186	301 106	169 137		
10.00 - 10.30																		A	22.5	34	1640	1948	738	244	766	318	528	477	86 168	828	322	565	503	118 194	247 82	107 81		
10.30 - 11.00																		A	21.7	35	1582	1922	755	254	784	311	532	490	98 187	817	316	556	503	123 198	231 74^	90 61^		



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																		
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+																
EVENING CONT'D																																										
BIONIC WOMAN																		15	208			A 18.6	30	1356	2131	716	251	799	294	493	422	104^257	682	277	409	358	104^211	180	62^	470	287	
1 SAT. 8.00P 60 NBC A																		99		B 17.4	31	1268	2197	699	249	782	279	459	406	132	255	681	235	389	372	127	230	209	95^	525	342	
8.00 - 8.30																				A 17.3	29	1261	2091	693	241	784	295	479	399	102^263	690	293	404	355	100^211	176^	65^	441	265			
8.30 - 9.00																				A 20.0	32	1458	2148	731	258	808	295	501	436	105^253	668	262	411	361	108^206	178	58^	494	302			
BLACK BEAUTY-PART I(S)																		204		A 18.1	27	1319	1899	835	261	891	180	414	463	173^369	606	124^	221	253	163^305	87^	67^	315	248			
2 TUE. 8.00P 60 NBC GD																		99		A 17.6	26	1283	1913	871	275	932	182^	430	467	172^396	606	122^	208	239	170^319	75^	58^	300	244			
8.00 - 8.30																				A 18.6	27	1356	1876	801	249	851	178	397	462	171^341	600	124^	229	264	156^291	97^	74^	328	251			
8.30 - 9.00																																										
BLACK BEAUTY-PART II(S)																		204		A 17.8	26	1298	1793	705	238	777	223	318	335	153^352	572	162^	242	231	109^290	125^	70^	319	204			
2 WED. 8.00P 60 NBC GD																		99		A 17.8	26	1298	1820	708	241	776	215	312	341	151^351	566	149^	233	237	109^289	129^	71^	349	223			
8.00 - 8.30																				A 17.8	26	1298	1760	701	236	775	229	322	326	154^350	574	175^	250	226	109^290	121^	67^	290	186			
8.30 - 9.00																																										
BLACK BEAUTY-PART III(S)																		200		A 16.9	26	1232	2020	831	285	887	332	503	422	115^305	592	161^	254	226	137^273	140^	99^	401	236			
2 THU. 8.00P 60 NBC GD																		99		A 16.8	26	1225	1976	823	271	876	314	490	409	117^313	579	129^	221	218	144^286	144^107^		377	219			
8.00 - 8.30																				A 16.9	26	1232	2068	838	298	897	345	512	436	114^300	610	197	290	234	132^262	135^	94^	426	252			
8.30 - 9.00																																										
BLACK BEAUTY-PART IV(S)																		203		A 19.4	31	1414	1952	804	244	882	256	439	412	105^343	622	169	265	237	132^302	93^	55^	355	210			
2 FRI. 8.00P 60 NBC GD																		99		A 19.0	31	1385	1942	795	240	874	252	433	402	103^348	635	186	283	239	132^305	84^	55^	349	198			
8.00 - 8.30																				A 19.8	31	1443	1953	814	248	891	258	445	420	107^342	607	152^	248	232	135^301	96^	55^	359	220			
8.30 - 9.00																																										
BLACK BEAUTY-PART V(S)																		203		A 20.4	35	1487	2159	818	242	861	266	458	439	140^323	736	248	406	380	145^270	120^	61^	442	284			
2 SAT. 8.00P 60 NBC GD																		99		A 20.0	35	1458	2111	820	246	862	266	454	432	138^330	726	239	399	373	138^268	103^	55^	420	284			
8.00 - 8.30																				A 20.8	35	1516	2196	813	234	857	264	459	444	142^316	746	259	415	387	154^274	132^	66^	461	283			
8.30 - 9.00																																										
BOB NEWHART SHOW																		17	189	187	A 16.7	28	1217	1933	785	348	898	266	448	391	177	378	642	193	379	375	99	211	152	86^	241	152
SAT. 8.00P 30 CBS CS																		97	98	B 16.2	29	1181	1911	789	292	860	256	434	384	151	356	653	233	380	338	94	218	146	77	252	156	
CAROL BURNETT SHOW																		7	186	191	A 16.1	25	1174	1752	738	291	814	198	389	382	148	340	655	205	352	322	114	240	187	92^	96^	85^
SUN. 10.00P 60 CBS CV																		97	98	B 18.0	28	1312	1847	767	273	841	250	442	418	140	314	654	209	354	320	105	240	218	109	134	107	
10.00 - 10.30																				A 16.9	26	1232	1748	718	287	797	187	374	372	152	343	664	208	358	329	115	239	184	90^	103	92^	
10.30 - 11.00																				A 15.3	25	1115	1749	760	296	833	209	406	390	144	338	643	203	342	311	112	241	184	91^	89^	76^	
CARTER ANALYSIS(S)																		182		A 6.4	22	467	1570	798	269^	828	324^	512	386^	159^267^	661	185^	309^298^	63^281^	LT	LT			81^	LT		
2 WED. 11.54P 7 CBS N																		98																								
CARTER COUNTRY																		18	175	191	A 21.6	33	1575	1866	705	308	784	346	536	446	103	198	622	256	398	347	108	174	278	127	182	117
THU. 9.30P 30 ABC CS																		94	99	B 19.5	31	1422	1790	669	265	727	283	494	433	97	179	633	266	419	358	97	161	244	106	186	134	
CBS EVENING NEWS-CRONKITE																		90	201	201	A 16.9	30	1232	1694	731	215	793	161	346	359	163	376	654	146	276	303	133	285	117	63	130	69
M-F 6.30P 30 CBS N																		99	99	B 15.3	29	1115	1676	712	220	783	166	321	323	164	399	668	164	305	312	121	288	91	47	134	78	
CBS EVENING NEWS																		9	173	159	A 12.4	22	904	1749	660	204	756	165	314	272	216	407	801	247	401	320	145	334	77^	21^	115^	64^
SUN. 6.30P 30 CBS N																		88	84	B 9.9	18	722	1747	721	219	804	180	313	297	185	437	751	223	352	306	157	344	60	23	132	61	
CBS FRIDAY NIGHT MOVIE																		11	183		A 18.4	30	1341	2027	710	275	785	430	628	472	85^106^	641	317	485	377	65^122^	261	122^	340	245		
2 FRI. 9.00P 120 CBS FF																		97		B 16.8	28	1225	1998	728	268	792	350	544	432	120	204	664	296	474	402	88	146	221	96	321	217	
9.00 - 9.30																				A 17.5	28	1276	2091	735	268	801	400	613	458	101^134^	644	297	458	368	79^144^	247	132^	399	282			
9.30 - 10.00																				A 17.8	28	1298	1999	714	292	796	424	624	470	94^114^	594	296	440	338	62^126^	272	140^	337	223			
10.00 - 10.30																				A 19.3	31	1407	2029	704	296	777	441	629	475	79^	97^	658	335	508	385	67^116^	270	124^	324	233		
10.30 - 11.00																				A 19.1	32	1392	1975	685	239	761	445	640	484	63^	79^	663	333	529	409	51^102^	253	95^	298	242		









## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
								TOTAL		LADY WORK- PERSONS OF (2+)		WOMEN					MEN					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+
EVENING CONT'D																						
LATE MOVIE II																						
1	TUE.	1.13A	28	CBS	FF	49	168	165	A	4.8	26	350	1311	599	208	659	329	460	331	87^148^	552	276
1	WED.	12.40A	55			92	89		B	4.8	28	350	1306	575	210	608	259	402	318	90	155	551
1	FRI.	12.06A	97																			
2	TUE.	1.57A	27																			
2	WED.	1.12A	53																			
2	FRI.	12.06A	115																			
		12.00 - 12.30							A	6.7	21	488	1527	623	216^	660	271	474	418	53^113^	669	339
		12.30 - 1.00							A	5.6	24	408	1287	615	197	645	324	459	358	81^137^	520	232
		1.00 - 1.30							A	5.2	29	379	1251	570	206	660	370	456	344	97^150^	489	191
		1.30 - 2.00							A	4.2	32	306	1382	633	183^	715	379	588	304^	33^127^	648	383
		2.00 - 2.30							A	2.5	36	182	934^	384^	LT	384^142^	142^	LT	242^242^	550^550^	550^	LT
LAUGH-IN(S)																						
2	WED.	9.26P	60	NBC	CV		203		A	12.7	20	926	1606	694	260	743	210^	347	362	107^279	713	238^
		9.30 - 10.00					99		A	12.6	19	919	1637	701	248^	751	198^	318	347	108^307	720	248^
		10.00 - 10.30							A	12.7	20	926	1545	675	267	717	226^	380	381	107^232^	703	228^
LAVERNE AND SHIRLEY																						
	TUE.	8.30P	30	ABC	CS	16	208	210	A	32.6	47	2377	2213	737	310	839	412	598	449	80	188	560
						99	99		B	32.9	50	2398	2223	726	280	822	396	585	444	83	180	574
LEAPIN' LIZARDS-LIBERACE(S)																						
2	WED.	8.00P	60	CBS	GV		187		A	20.8	30	1516	1832	744	279	907	216	436	415	162	391	626
		8.00 - 8.30					98		A	20.3	30	1480	1814	726	271	892	210	428	399	158^390	613	112^
		8.30 - 9.00							A	21.2	31	1545	1853	765	286	924	222	446	433	165	393	643
LIFE-TIMES-GRIZZLY ADAMS																						
1	WED.	8.00P	60	NBC	A	12	207		A	18.4	28	1341	2043	781	179	819	253	384	361	147^384	778	300
		8.00 - 8.30					96		B	17.9	28	1305	2024	743	223	810	217	373	375	147	350	664
		8.30 - 9.00							A	17.6	27	1283	2004	777	174^	817	252	372	353	154^388	768	309
									A	19.1	29	1392	2082	788	182	823	254	392	371	143^383	789	291
LITTLE HOUSE-PRAIRIE																						
1	MON.	8.00P	60	NBC	GD	18	217	209	A	25.7	37	1874	1935	795	258	880	228	408	399	141	377	611
2	MON.	8.00P	90			99	99		B	23.1	35	1684	1994	796	250	895	259	443	403	149	362	559
		8.00 - 8.30							A	24.4	36	1779	1962	800	260	883	231	412	388	139	383	622
		8.30 - 9.00							A	26.8	39	1954	1958	790	265	879	238	419	398	141	372	613
		9.00 - 9.30							A	26.0	37	1895	1853	800	244	879	202	382	415	144	380	602
LOU GRANT																						
2	MON.	10.00P	60	CBS	GD	1	194		A	23.6	39	1720	1751	747	271	860	338	590	440	80^226	630	219
		10.00 - 10.30					98		B	23.6	39	1720	1751	747	271	860	338	590	440	80	226	630
		10.30 - 11.00							A	24.0	38	1750	1757	750	268	863	350	592	439	84^227	629	223
									A	23.2	40	1691	1736	741	273	853	323	584	438	76^226	630	215
LOVE BOAT																						
	SAT.	9.00P	60	ABC	CS	2	189	195	A	26.3	43	1917	2227	764	317	870	389	632	514	107	189	637
		9.00 - 9.30				98	99		B	26.3	43	1917	2227	764	317	870	389	632	514	107	189	637
		9.30 - 10.00							A	24.7	41	1801	2270	771	312	876	385	637	522	104	191	640
									A	27.9	46	2034	2182	754	321	859	393	624	504	111	187	632
M*A*S*H																						
1	TUE.	9.00P	30	CBS	CS	18	195		A	18.6	27	1356	1715	724	217	745	220	374	382	131^282	719	336
						98			B	21.6	32	1575	1860	734	273	802	283	465	408	124	260	674
M*A*S*H																						
2	MON.	9.00P	30	CBS	CS	1	190		A	23.7	34	1728	1960	730	291	857	390	602	427	94^208	625	270
						98			B	23.7	34	1728	1960	730	291	857	390	602	427	94	208	625
MAUDE																						
	SAT.	9.30P	30	CBS	CS	2	189	188	A	14.7	24	1072	1770	790	308	892	246	387	377	175	404	580
						98	99		B	14.7	24	1072	1770	790	308	892	246	387	377	175	404	580

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
MIDNIGHT SPECIAL					18	193	194	A	3.4	22	248	1508	636	221^	641	294^	520	407^	68v101v	551	395^	467^	310^	LT	36v	126^	73v	190^	137^	
FRI. 1.00A 90 NBC PC					97	98	B	3.4	24	248	1425	595	218	636	354	478	320	60	120	504	344	431	251	20	44	210	114	75	64	
1.00 - 1.30							A	4.5	23	328	1479	737	271^	744	345^	555	426	89v144^	463	313^	371	256^	LT	55v	159^	76v	113^	113^		
1.30 - 2.00							A	3.3	21	241	1598	614	195^	623	283^	511	370^	82v112v	639	470^	543	382^	21v	21v	103v	66v	233^	145^		
2.00 - 2.30							A	2.5	22	182	1379	451^	165v	451^	204^	435^	396^	LT LT	588^	435^	533^	308^	LT	LT	76v	76v	264^	165v		
NBC LATE NIGHT MOVIE					18	122	119	A	2.8	12	204	1422	756	358^	765	358^	534^	457^	64v128v	579^	250^	323^	339^	74v148v	59v	59v	LT	LT		
1 SUN. 11.35P 60 NBC FF					72	70	B	4.2	16	306	1518	671	244	721	283	468	405	85	165	715	331	513	427	71	120	66	35	16	LT	
2 SUN. 12.00M 60																												LT		
11.30 - 12.00							A	4.1	13	299	1699	857	431^	890	408^	649^	569^	108v155v	632^	308^	377^	359^	66v117v	157v157v	20v	LT				
12.00 - 12.30							A	2.7	11	197	1330	771	360^	771	355^	512^	411^	51v153v	507^	188^	254^	304^	76v152v	26v	26v	26v	LT			
12.30 - 1.00							A	1.6	9	117	1197^	453v197v	453v	230v	333v	359v	LT LT	744^	394v	479v	419v	95v189v	LT LT	LT	LT	LT	LT			
NBC MONDAY NIGHT MOVIES					19	205	200	A	24.9	38	1815	1729	811	232	875	301	499	496	125	265	580	232	343	304	114	187	185	89	89	57^
1 MON. 9.00P 120 NBC FF					99	99	B	22.8	36	1662	1807	792	291	887	340	555	485	121	247	598	244	379	331	95	173	187	98	135	93	
2 MON. 9.30P 90																														
9.00 - 9.30							A	26.0	38	1895	1863	865	249	928	324	529	498	132	296	535	224	308	283	117^	177	220	127	180	126	
9.30 - 10.00							A	23.4	35	1706	1781	812	219	878	299	485	483	126	281	614	248	358	319	126	204	184	93	105	65^	
10.00 - 10.30							A	25.6	40	1866	1688	790	234	857	303	506	503	118	245	587	235	356	309	112	184	180	82	64^	35^	
10.30 - 11.00							A	25.1	42	1830	1663	806	230	865	291	499	499	128	253	565	217	330	298	108	183	177	72	56^	34^	
NBC NEWS UPDATE-M-F					88	180	186	A	15.8	23	1152	1909	775	238	840	243	420	399	135	326	660	227	334	296	140	269	159	86	250	177
1 M/THF 8.58P						93	94	B	16.5	25	1203	1945	728	240	809	253	432	393	132	301	651	217	356	333	119	239	178	80	307	202
1 TUE. 9.04P					1																									
2 MON. 9.28P					1																									
2 TU-F 8.58P					1																									
NBC NEWS UPDATE-SAT.					18	182	189	A	16.0	26	1166	2162	773	262	841	276	495	439	126	284	744	272	430	385	143	262	126	42^	451	259
SAT. 8.58P					1	93	94	B	16.8	29	1225	2069	713	246	790	259	432	395	145	285	733	245	404	379	147	267	166	73	380	250
NBC NEWS UPDATE-SUN.					18	197	196	A	19.4	28	1414	2305	682	224	772	300	521	470	71^191	737	325	518	425	83^163	280	111	516	343		
SUN. 8.58P					1	94	94	B	18.6	27	1356	2200	730	256	816	306	504	444	110	242	715	308	473	416	93	181	232	108	437	286
NBC NIGHTLY NEWS-SAT.					17	153	151	A	8.5	17	620	1705	786	281	832	145^	264	249	164^515	713	191^	306	319	150^327	99^	43v	61^	40v		
SAT. 6.30P 30 NBC N					83	82	B	8.4	17	612	1694	746	211	807	139	280	288	132	456	682	179	288	285	130	330	95	51	110	81	
NBC NIGHTLY NEWS-SUN.					12	145	133	A	9.3	17	678	1813	624	181	707	161^	235	252	115^376	825	287	403	373	207	341	178	68^	103^	39v	
1 SUN. 6.30P 30 NBC N					76	75	B	7.8	14	569	1753	694	212	762	147	250	268	124	436	755	200	329	310	167	363	89	27	147	84	
2 SUN. 6.34P 26																														
NBC NIGHTLY NEWS M-F					89	207	206	A	15.8	28	1152	1728	745	260	822	216	361	337	157	390	643	174	292	270	147	299	98	44^	165	100
6.30P 30 NBC N					99	99	B	13.7	26	999	1677	748	206	807	180	325	317	143	413	651	163	279	259	142	320	77	39	142	87	
NBC SATURDAY NIGHT MOVIES					19	192	206	A	12.0	21	875	1965	718	211	738	229	481	456	100^192	763	279	480	407	135	226	223	54^	241	165	
SAT. 9.00P 120 NBC FF					97	99	B	16.8	30	1225	1900	742	247	798	266	467	436	131	258	739	247	443	431	137	228	158	67	205	146	
9.00 - 9.30							A	12.2	20	889	1978	704	195	743	243	443	440	110^209	754	265	461	414	146	235	163	86^	318	187		
9.30 - 10.00							A	11.7	19	853	2079	776	204	790	235	501	503	102^189	784	295	488	403	123^225	248	23v	248	23v	257	168	
10.00 - 10.30							A	11.8	21	860	1955	712	232	731	229	497	462	94^185	774	278	493	413	140	230	237	51^	213	158		
10.30 - 11.00							A	12.2	22	889	1858	683	211	693	217	483	420	89^184	740	279	481	396	139	214	242	51^	183	150		
NBC SPEC. REPORT-SADAT(S)						172		A	5.3	17	386	1350	534^270^	557^230^	393^299^	96v164^	764	262^	360^423^	113v232^	LT	LT					29v	29v		
2 SUN. 11.30P 30 NBC N					95																									
NEWSBREAK-M-F					95	163	166	A	15.1	22	1101	1976	742	271	833	306	486	425	132	272	619	216	358	326	109	212	169	76	355	215
MTUWF 8.58P					1	88	89	B	15.5	24	1130	1984	733	257	809	291	452	391	133	291	606	229	358	313	99	199	187	88	382	246
THU. 8.57P					1																									







1ST FEB. 1978 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	START DAY	DUR	NET	TYPE	WK 1		WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	MEN					TEENS (12-17)					CHILDREN (2-11)								
												18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																														
STARKY AND HUTCH-11:30					5	178	176	A	7.5	26	547	1415	617	192^	650	278	417	354	59^157^	673	350	516	361	21^103^	50^	LT	42^	42^		
1	THU.	11.30P	66	ABC	OP	98	98	B	7.5	27	547	1465	626	172	691	275	448	383	47	171	614	296	433	320	60	126	117	39	43	33
2	THU.	11.30P	65					A	8.0	25	583	1389	645	205^	669	253	430	376	58^167^	648	288	473	373	15^125^	34^	LT	38^	38^		
		11.30 - 12.00						A	7.4	29	539	1475	592	183^	636	304	413	332	59^152^	725	424	578	363	25^	88^	64^	LT	50^	50^	
		12.00 - 12.30						A	11.0	17	802	2219	657	338	844	287^	500	446	91^256^	855	335	522	435	213^278^	299	111^	221^	146^		
SZYSZNYK					4	165		B	13.7	21	999	1969	644	291	758	286	418	368	106	252	654	244	390	309	134	219	219	89	338	238
1	WED.	8.30P	30	CBS	CS			A	28.4	41	2070	2178	753	305	867	425	625	487	79	192	579	270	418	359	74	120	310	168	422	309
THREE'S COMPANY					18	195	197	B	27.6	41	2012	2115	747	296	850	406	620	480	83	178	571	263	415	349	57	112	326	174	368	270
	TUE.	9.00P	30	ABC	CS	99	99	A	4.3	25	313	1256	578	162^	642	330^	365^358^	80^144^	537	326^	412	301^	22^	51^	29^	LT	48^	48^		
TOMA					5	168	167	B	4.8	28	350	1344	631	196	689	298	434	342	71	189	535	304	393	262	59	97	72	29	48	43
1	THU.	12.36A	41	ABC	OP	96	96	A	4.5	24	328	1274	610	204^	671	325^	369	368	79^147^	519	308^	409	302^	21^	46^	48^	LT	36^	36^	
2	THU.	12.35A	45					A	2.8	21	204	1181	681^235^	720^377^	436^368^	73^176^			461^275^	319^186^	LT	93^	LT	LT	LT	LT	LT	LT		
		12.30 - 1.00						A	2.7	21	197	1244	649	202^	660	193^	376	371	97^198^	517	218^	294^229^	36^182^	31^	LT	36^	36^			
		1.00 - 1.30						B	2.6	21	190	1302	646	172	677	229														



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL							
															TOTAL	18-34	WOMEN 18-25-55-64-55+			TOTAL	18-34	MEN 18-25-55-64-55+												
EVENING CONT'D																																		
WALTONS-CONT'D																																		
THU. 8.00P 60 CBS GD 98 98															B 20.3 32 1480	1918	839	247	929	276	422	384	167	430	556	184	282	259	96	240	123	75	310	180
8.00 - 8.30															A 20.8 31 1516	1893	885	272	975	297	445	429	184	438	579	178	275	265	110	265	95	50^	244	128
8.30 - 9.00															A 22.2 33 1618	1839	851	268	938	289	441	434	171	396	554	175	271	261	101	241	94	54^	253	141
WED. MYSTERY OF THE WEEK 16 164															A 4.0 25 292	1171	558^	89v	592^	232^	342^	315^	61v	188v	438^	263^	335^	294^	103v	103v	69v	LT	72v	72v
1 WED. 12.34A 55 ABC SM 95															B 3.6 24 262	1207	483	103	538	200	338	312	42	142	488	250	330	272	50	85	108	54	73	35
12.30 - 1.00															A 4.3 24 313	1422	662^	173v	726^	237^	393^	341^	67v	212^	543^	297^	441^	359^	102v	102v	64v	LT	89v	89v
1.00 - 1.30															A 3.7 26 270	922	455^	LT	455^	225^	285^	285^	59v	170v	340^	233^	233^	233^	107v	107v	75v	LT	52v	52v
WELCOME BACK, KOTTER 19 199 194															A 22.5 34 1640	2248	683	312	755	315	533	443	69^	168	629	294	449	378	95	137	336	158	528	397
THU. 8.00P 30 ABC CS 99 97															B 21.1 34 1538	2079	649	263	740	327	522	418	69	156	549	264	383	299	69	123	331	175	459	336
WHAT'S HAPPENING 3 185 193															A 16.4 28 1196	2458	716	247	801	277	550	455	93^	214	671	246	445	386	91^	167	357	173	629	398
SAT. 8.00P 30 ABC CS 98 99															B 17.0 29 1239	2420	715	252	794	288	535	452	102	211	675	266	457	390	97	169	356	182	595	404
WONDER WOMAN 16 181 187															A 16.7 27 1217	2141	657	262	741	306	486	396	118	210	651	261	416	360	117	188	182	58^	567	370
FRI. 8.00P 60 CBS SF 93 96															B 15.4 27 1123	2202	676	239	746	330	489	385	115	222	617	249	396	359	88	161	208	82	631	400
8.00 - 8.30															A 15.9 26 1159	2110	656	259	751	302	481	382	128	227	620	247	392	344	116	181	178	53^	561	371
8.30 - 9.00															A 17.5 28 1276	2158	658	261	731	311	494	410	108	192	671	270	432	373	123	192	182	59^	574	366
WONDERFUL WORLD OF DISNEY 17 211 210															A 20.0 30 1458	2366	681	225	776	298	504	450	90	220	726	326	504	424	94	170	254	100	610	380
SUN. 7.00P 120 NBC FV 99 99															B 17.8 28 1298	2301	691	229	771	294	471	412	108	242	713	301	469	419	102	184	235	102	582	365
7.00 - 7.30															A 16.8 27 1225	2368	663	205	762	282	471	436	97	234	711	301	483	426	99	173	235	100	660	402
7.30 - 8.00															A 19.0 29 1385	2345	662	219	765	300	507	457	77^	202	702	308	474	424	94	167	234	94	644	389
8.00 - 8.30															A 22.0 33 1604	2390	698	230	789	294	509	459	93	227	748	351	530	423	93	172	268	103	585	375
8.30 - 9.00															A 22.1 32 1611	2358	697	238	787	311	519	455	85	214	736	337	519	422	94	170	265	102	570	370
WORLD BEYOND(S) 185															A 12.2 19 889	1918	648	229^	754	302	501	416	125^	203^	543	200^	323	249^	110^	190^	205^	48v	416	310
1 FRI. 9.00P 60 CBS GD 96															A 12.4 20 904	1971	666	226^	763	315	506	435	117^	196^	534	197^	306	238^	117^	199^	207^	52v	467	323
9.00 - 9.30															A 12.0 19 875	1842	626	230^	737	287	492	395	130^	208^	542	197^	333	258^	103^	179^	201^	41v	362	296
9.30 - 10.00																																		
WEEKDAY DAYTIME																																		
ABC AFTER-SCHOOL SPECIAL(S) 179															A 9.7 23 707	1764	546	133^	616	240^	388	292^	79v	208^	292^	112^	142^	102^	95^	95^	274^	198^	582	439
1 WED. 4.30P 60 ABC FV 97															A 9.2 23 671	1768	568	136^	623	253^	396	308^	76v	209^	315^	129^	152^	90v	117^	117^	251^	161^	579	459
4.30 - 5.00															A 10.3 24 751	1728	515	128^	598	225^	375	271^	83^	204^	264^	95^	129^	108^	73v	73v	291^	227^	575	412
5.00 - 5.30																																		
ALL IN THE FAMILY M-F(B) 150															A 5.8 16 423	1714	736	87v	842	189^	340^	319^	147^	423^	396^	149^	149^	88v	113v	247^	213^	120v	263^	179^
2 MON. 4.00P 30 CBS CS 75																																		
ALL IN THE FAMILY M-F 54 194 194															A 9.6 28 700	1513	671	96	716	182	327	300	133	324	391	130	161	151	64^	187	177	76^	229	148
1 M-F 3.30P 30 CBS CS 98 98															B 9.4 29 685	1591	659	104	720	230	373	323	133	288	399	148	196	138	67	183	205	86	267	141
2 TU-F 3.30P 30																																		
ALL MY CHILDREN 89 185 186															A 9.7 33 707	1443	821	147	948	463	680	515	60^	196	218	85	108	78^	50^	95	152	116	125	56^
M-F 1.00P 60 ABC DD 98 98															B 8.5 31 620	1471	834	176	925	480	675	497	69	173	265	116	159	131	60	91	158	118	123	45
1.00 - 1.30															A 10.0 34 729	1406	825	138	945	447	675	526	63^	200	209	86	110	80	46^	84	134	106	118	56^
1.30 - 2.00															A 9.5 32 693	1449	805	154	934	473	673	496	54^	188	222	83^	102	74^	54^	106	166	124	127	52^
ANOTHER WORLD 86 207 207															A 10.1 30 736	1367	813	117	857	260	465	436	139	303	213	58^	86	58^	72^	119	170	137	127	66^
1 M-F 3.00P 60 NBC DD 99 99															B 8.5 28 620	1373	842	140	900	253	477	438	158	341	219	58	95	73	52	110	149	121	105	49
2 MON. 3.05P 55																																		
CONT'D																																		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

														AUDIENCE COMPOSITION													
PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.		TOTAL 6-11
WEEKDAY DAYTIME CONT'D																											
ANOTHER WORLD-CONT'D																											
2 TU-F 3.00P 60																											
3.00 - 3.30																											
3.30 - 4.00																											
A 9.6 30 700 1339 812 103 858 261 465 440 131 301 212 53^ 78^ 51^ 78^126 149 125 120 61^																											
A 10.6 31 773 1380 811 128 854 258 463 430 144 304 213 60^ 93 64^ 67^113 184 147 129 70^																											
AS THE WORLD TURNS																											
M-F 1.30P 60 CBS DD 87 198 198																											
1.30 - 2.00																											
2.00 - 2.30																											
A 9.1 30 663 1335 889 176 968 249 493 468 160 412 220 46^ 107 94 35^105 75^ 47^ 72^ 17^																											
B 8.7 31 634 1352 878 162 976 277 484 423 165 432 230 45 100 83 41 122 49 34 97 31																											
A 8.6 29 627 1319 879 190 968 249 480 455 178 430 217 46^ 96 83^ 39^111 71^ 44^ 63^ 9^																											
A 9.5 31 693 1346 903 159 975 249 508 482 144 397 216 41^ 107 101 31^ 99 77^ 46^ 78^ 24^																											
BING CROSBY-PRO AM-MON(S)																											
1 MON. 5.00P 70 ABC SE 183 97																											
& 6.21P 23																											
5.00 - 5.30																											
5.30 - 6.00																											
A 9.2 21 671 1632 574 131^ 635 223^ 382 307^ 183^219^ 431 88^ 157^134^ 143^248^ 273^115^ 293^ 218^																											
A 8.2 22 598 1430 596 27^ 659 236^ 465 376^ 131^194^ 362^ 36^ 84^ 76^ 141^250^ 168^135^ 241^ 241^																											
A 8.5 21 620 1565 506 78^ 565 198^ 359^274^ 162^206^ 387 71^ 124^ 76^ 140^240^ 335^ 80^ 278^ 164^																											
CAPTAIN KANGAROO																											
M-F 8.00A 60 CBS C 89 187 186																											
8.00 - 8.30																											
8.30 - 9.00																											
A 3.9 21 284 1602 349 56^ 367 173^ 226 162^ 42^123^ 173^ 64^ 85^ 52^ 47^ 82^ 122^ 45^ 940 261																											
B 3.6 21 262 1635 381 73 403 213 298 247 42 85 139 57 80 65 23 51 75 41 1018 297																											
A 3.5 20 255 1749 384 66^ 400 166^ 227^176^ 48^145^ 184^ 70^ 95^ 58^ 47^ 82^ 125^ 46^ 1040 321																											
A 4.3 23 313 1463 319 45^ 335 171^ 219 153^ 35^103^ 164^ 61^ 80^ 51^ 42^ 78^ 112^ 36^ 852 201																											
CBS MID-DAY NEWS-EDWARDS																											
M-F 11.55A 4 CBS N 88 173 175																											
91 91																											
A 6.7 25 488 1334 927 107^ 945 243 471 409 139 421 227 28^ 51^ 62^ 81^161 53^ 31^ 109^ 10^																											
B 5.6 25 408 1292 849 122 922 277 479 381 146 407 183 39 66 55 52 113 51 32 136 37																											
CBS MORNING NEWS																											
90 175 176																											
A 2.7 20 197 1411 635 137^ 635 102^ 360 334 112^250^ 436 147^ 219^244^ 106^192^ 50^ LT 290^ 91^																											
1 M-F 7.15A 45 CBS N 96 96																											
2 M-F 7.30A 30																											
7.30 - 8.00																											
B 2.2 17 160 1275 600 156 629 143 311 311 113 275 386 105 205 205 67 162 49 LT 211 118																											
A 2.7 19 197 1508 653 151^ 659 111^ 375 336 122^258^ 432 132^ 208^233^ 113^199^ 62^ 31^ 355 107^																											
DAYS OF OUR LIVES																											
M-F 1.30P 60 NBC DD 89 206 207																											
1.30 - 2.00																											
2.00 - 2.30																											
A 7.7 25 561 1285 791 113 861 257 425 407 120 351 283 70^ 103^ 89^ 67^162 62^ 48^ 79^ 32^																											
B 7.0 25 510 1278 806 133 889 292 485 420 150 342 253 65 108 91 47 129 73 55 63 30																											
A 7.4 25 539 1302 777 111 853 266 423 390 118 354 305 80^ 117 99^ 59^170 62^ 46^ 82^ 32^																											
A 8.0 26 583 1249 794 112 859 247 423 416 118 346 257 56^ 87^ 78^ 70^153 62^ 48^ 71^ 27^																											
DOCTORS																											
1 M-F 2.30P 30 NBC DD 86 203 203																											
2 TU-F 2.30P 30																											
A 7.5 24 547 1205 809 93^ 848 247 431 410 130 338 252 54^ 82^ 65^ 97^159 37^ 26^ 68^ 27^																											
B 6.5 23 474 1245 818 115 879 256 440 404 159 368 228 60 96 84 46 117 71 50 67 32																											
EDGE OF NIGHT																											
1 M-F 4.00P 30 ABC DD 85 164 168																											
2 TU-F 4.00P 30																											
A 5.7 16 416 1500 923 125^ 996 363 609 495 119^366 226 70^ 103^ 69^ 31^118^ 131^ 90^ 147 54^																											
B 5.4 17 394 1356 850 145 939 328 537 438 130 362 191 61 90 67 29 95 96 66 130 56																											
FAMILY FEUD																											
M-F 11.30A 30 ABC QP 88 181 180																											
99 99																											
A 10.2 40 744 1608 697 132 773 329 558 418 71^167 341 120 180 150 58^119 170 73^ 324 159																											
B 8.5 37 620 1560 704 133 778 340 522 414 93 179 344 132 193 153 56 126 173 93 265 113																											
FOR RICHER, FOR POORER																											
M-F 1.00P 30 NBC DD 37 167 167																											
83 83																											
A 4.1 14 299 1321 736 64^ 756 208 282 267 94^395 304 87^ 103^ 86^ 21^194^ 70^ 40^ 191^ 114^																											
B 4.1 14 299 1415 712 97 761 242 352 281 103 348 355 130 174 120 34 168 121 60 178 90																											
GENERAL HOSPITAL																											
1 M-F 3.00P 60 ABC DD 14 185 186																											
2 MON. 3.30P 60																											
2 TU-F 3.00P 60																											
3.00 - 3.30																											
3.30 - 4.00																											
4.00 - 4.30																											
A 8.0 25 583 1314 833 97^ 916 437 663 498 93^214 187 51^ 75^ 58^ 53^105 129 104 82^ 42^																											
A 7.9 23 576 1314 845 128 941 427 651 503 100^239 151 44^ 54^ 42^ 49^ 91^ 153 116 69^ 24^																											
A 9.1 24 663 1217 817 237^ 817 352^ 552 458 140^242^ 232^ 85^ 113^ 80^ 39^119^ 139^139^ 29^ LT																											

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
													TOTAL	18-34	WOMEN 18-25-55-64 55+			TOTAL	18-34	MEN 18-25-55-64 55+											
WEEKDAY DAYTIME CONT'D																															
GONG SHOW	M-F	12.30P	30	NBC	QG	39	176	176	A	4.8	17	350	1394	613	89^	691	291	396	357	89^	241	463	186	243	172	46^	202	108^	66^	132^	57^
						88	88	B	5.2	19	379	1428	629	115		681	230	344	294	114	287	428	160	238	169	58	170	152	75	167	91
GOOD MORNING, AMERICA-730	M-F	7.30A	30	ABC	N	90	172	173	A	2.8	20	204	1221	725	186^	730	229^	426	397	123^	265^	353	88^	148^	128^	93^	161^	49^	30^	89^	17
						96	96	B	3.1	21	226	1263	680	158		714	214	360	333	114	298	364	83	145	153	101	176	71	35	114	49
GOOD MORNING, AMERICA-830	M-F	8.30A	30	ABC	N	90	185	185	A	4.0	21	292	1438	777	150^	811	277	468	414	124^	291	373	92^	157^	126^	90^	192^	55^	31^	199^	76^
						94	94	B	3.3	20	241	1393	770	193		835	291	462	380	148	308	355	97	163	139	118	167	71	33	132	78
GUIDING LIGHT						56	194	195	A	8.5	27	620	1392	870	106	946	250	478	448	156	397	213	52^	92^	87^	37^	108	115	58^	118	62^
1 M-F	2.30P	60	CBS	DD		99	99	B	8.3	28	605	1412	854	135		934	290	497	449	150	366	233	66	111	86	48	112	89	61	156	64
2 MON.	3.05P	55																													
2 TU-F	2.30P	60																													
	2.30 - 3.00							A	8.7	28	634	1368	897	124		963	249	501	468	167	395	203	41^	87^	83^	38^	105	105	58^	97	41^
	3.00 - 3.30							A	8.3	26	605	1408	848	93^		920	239	449	430	146	395	228	62^	100	97	38^	112	120	60^	140	83^
	3.30 - 4.00							A	8.4	24	612	1446	899	42^		995	298^	489	432	120^	434	208^	34^	78^	44^	39^	130^	141^	44^	102^	34^
HAPPY DAYS	M-F	11.00A	30	ABC	CS	88	172	173	A	7.3	30	532	1618	577	144	637	345	526	355	38^	89^	278	153	200	140	34^	49^	244	117	459	224



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
													TOTAL		18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49			25-54	55-64	55+				
WEEKDAY DAYTIME CONT'D																															
SANFORD AND SON M-F						87	167	168	A	5.8	27	423	1499	601	106	651	183	299	267	119	291	491	135	242	189	111	216	145	51	212	50
M-F 10.00A 30 NBC CS						88	89		B	4.8	26	350	1511	616	111	695	210	327	267	118	320	508	154	269	217	68	188	135	59	173	83
SEARCH FOR TOMORROW M-F						88	189	190	A	8.1	29	590	1434	960	142	986	274	559	473	145	381	251	43	82	77	95	155	74	31	123	24
M-F 12.30P 30 CBS DD						97	97		B	7.5	30	547	1344	861	148	935	309	531	433	148	360	237	57	98	87	59	124	57	37	115	37
TATTLETALES 1 M-F						31	162	163	A	4.9	23	357	1468	797	118	847	308	533	406	56	272	224	50	67	64	40	138	86	36	311	129
2 MTUWF 10.00A 30 CBS QG						87	87		B	4.6	22	335	1583	766	118	807	313	510	420	82	245	278	68	109	112	54	136	101	56	397	142
TO SAY THE LEAST M-F						84	170	170	A	3.8	14	277	1217	585	53	625	171	250	252	112	318	300	51	87	87	65	202	75	39	217	105
M-F 12.00N 30 NBC QP						87	87		B	3.9	16	284	1316	705	88	781	189	318	291	158	400	340	87	144	120	66	171	93	43	102	63
TODAY SHOW-7.30AM M-F						89	215	216	A	4.9	30	357	1333	777	153	820	146	294	386	116	406	406	66	134	148	89	233	26	LT	81	31
M-F 7.30A 30 NBC N						99	99		B	4.2	28	306	1318	721	172	766	153	297	322	137	398	429	100	162	164	81	234	48	LT	75	36
TODAY SHOW-8.30AM M-F						90	211	212	A	5.2	31	379	1361	736	134	779	112	287	365	118	377	441	50	160	189	67	233	52	LT	89	29
M-F 8.30A 30 NBC N						99	99		B	4.5	28	328	1411	758	160	834	148	323	336	139	426	477	75	170	185	78	265	48	LT	52	21
\$20,000 PYRAMID M-F						15	157	161	A	6.5	23	474	1527	771	149	813	361	575	447	78	183	333	144	176	100	60	141	125	91	256	126
M-F 12.00N 30 ABC QG						83	87		B	6.6	23	481	1544	746	160	781	344	557	431	97	174	366	142	197	151	54	135	109	61	288	151
WHEEL OF FORTUNE M-F						87	198	198	A	6.4	26	467	1298	753	105	799	180	315	306	146	405	321	56	82	88	109	216	49	19	129	67
M-F 11.00A 30 NBC QG						98	97		B	5.7	27	416	1320	752	104	812	160	293	292	192	451	363	82	150	135	81	191	61	28	84	43
YOUNG AND THE RESTLESS						88	193	194	A	8.8	32	642	1307	932	145	958	320	568	468	149	333	172	40	66	65	73	96	59	36	118	30
M-F 12.00N 30 CBS DD						97	97		B	7.7	32	561	1353	854	146	927	364	576	445	142	312	188	58	96	83	51	82	90	83	140	71
WEEKEND DAYTIME																															
ABC SPORTS MAGAZINE						5	176	182	A	9.3	24	678	1947	490	196	553	253	388	300	91	126	845	415	567	475	95	196	333	158	216	146
1 SUN. 4.15P 15 ABC SC						94	92		B	10.6	27	773	1947	545	235	604	284	419	325	88	139	806	415	567	469	96	179	247	94	290	183
2 SUN. 3.15P 15																															
ABC WEEKEND SPECIALS						19	175	177	A	7.2	25	525	1747	355	135	368	190	246	128	51	87	288	140	190	140	46	98	314	172	777	545
1 SAT. 12.00N 60 ABC FV						89	94		B	6.2	23	452	1831	367	122	412	227	303	196	46	86	278	143	200	158	36	65	372	185	769	523
2 SAT. 12.00N 30																															
12.00 - 12.30									A	6.7	24	488	1814	377	85	399	192	245	142	38	96	266	152	176	122	43	90	322	204	827	562
12.30 - 1.00									A	8.1	27	590	1663	334	224	334	193	259	111	75	75	324	123	218	170	51	106	297	122	708	522
ABC WIDE WORLD-SPORTS SAT						13	201	200	A	13.1	31	955	1802	454	229	524	205	362	304	67	101	863	310	561	512	97	223	197	60	218	118
1 SAT. 5.00P 90 ABC SA						99	99		B	10.9	26	795	1783	486	173	533	209	328	289	78	146	805	316	519	460	105	211	207	70	238	158
2 SAT. 4.30P 90																															
4.30 - 5.00									A	11.8	32	860	1713	514	205	514	177	275	271	113	152	819	286	529	459	80	228	148	36	232	126
5.00 - 5.30									A	13.3	33	970	1869	479	233	525	213	373	288	69	101	838	303	528	476	86	234	232	72	274	158
5.30 - 6.00									A	13.3	30	970	1802	428	235	524	212	380	302	51	87	880	319	582	544	103	217	215	73	183	97
6.00 - 6.30									A	13.4	27	977	1753	415	235	535	212	395	376	56	75	926	339	614	566	132	216	140	30	152	75
ABC WIDE WORLD-SPORTS SUN						5	182	187	A	11.9	28	868	1888	512	202	601	257	376	317	76	161	806	322	536	494	80	180	257	102	224	124
1 SUN. 4.30P 90 ABC SA						97	94		B	13.0	30	948	1985	576	229	635	266	409	349	80	169	782	357	538	462	107	183	263	88	305	190
2 SUN. 3.30P 90																															
3.30 - 4.00									A	10.2	25	744	1872	474	190	564	273	343	259	88	163	753	339	519	417	94	178	241	137	314	194
4.00 - 4.30									A	12.6	30	919	1863	451	193	564	263	343	274	83	165	698	318	451	406	69	173	221	103	380	208
4.30 - 5.00									A	11.4	27	831	1996	563	213	669	304	437	353	74	180	818	355	539	505	72	182	272	102	237	127
5.00 - 5.30									A	12.0	28	875	1861	498	199	573	205	367	326	69	141	890	331	618	575	88	170	304	99	94	48
5.30 - 6.00									A	13.7	30	999	1756	512	188	564	205	335	337	60	132	838	249	537	541	86	190	246	83	108	54

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11							
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+								
WEEKEND DAYTIME CONT'D																																	
ALL NEW SUPERFRIENDS I						20	186	187	A	4.3	36	313	1728	162^	64^	162^	57^	152^	117^	LT	LT	173^	132^	132^	93^	41^	41^	54^	16^	1339	722		
SAT. 8.00A 30 ABC CA						98	98	B	3.9	33	284	1755	220	89	230	128	180	156	18	39	142	80	117	93	17	21	185	64	1198	724			
ALL NEW SUPERFRIENDS II						20	185	187	A	6.4	39	467	1666	140^	50^	140^	47^	128^	105^	12^	12^	125^	90^	90^	70^	35^	35^	159^	42^	1242	674		
SAT. 8.30A 30 ABC CA						98	98	B	5.9	35	430	1733	205	87	224	133	173	141	14	40	146	87	118	83	21	23	208	82	1155	691			
AMERICAN BANDSTAND '78						16	153	160	A	6.7	24	488	1598	430	159^	586	398	447	241^	48^	112^	367	246	288	227^	LT	63^	335	258	310	198^		
1 SAT. 1.00P 30 ABC PC						84	85	B	5.9	21	430	1595	414	144	524	324	398	238	52	107	363	222	268	168	46	84	338	225	370	252			
2 SAT. 12.30P 60									A	6.3	24	459	1344	375^	120^	590	398^	429^	223^	12^	124^	285^	222^	222^	176^	LT	42^	327^	268^	142^	142^		
12.30 - 1.00									A	6.9	25	503	1714	455	183^	585	398	458	254	63^	103^	405	257	317	250	LT	74^	341	254	383	221^		
1.00 - 1.30																																	
ANDY WILLIAMS GOLF-SAT.(S)						174			A	5.0	14	365	1526	304^	183^	345^	101^	110^	121^	134^	186^	877	302^	474^	391^	223^	346^	115^	19^	189^	105^		
1 SAT. 4.00P 60 CBS SE						92			A	4.8	14	350	1611	303^	212^	369^	152^	169^	156^	136^	155^	854	291^	449^	366^	217^	348^	136^	39^	252^	112^		
4.00 - 4.30									A	5.2	14	379	1427	304^	156^	322^	52^	52^	87^	135^	217^	883	306^	490^	408^	224^	338^	95^	LT	127^	95^		
4.30 - 5.00																																	
ANDY WILLIAMS GOLF-SUN.(S)						188			A	7.3	18	532	1560	595	243^	635	180^	298^	267^	131^	307^	786	142^	325^	339^	212^	355^	139^	72^	LT	LT		
1 SUN. 4.03P 117 CBS SE						97			A	6.7	18	488	1426	520	231^	626	196^	243^	246^	152^	336^	663	120^	256^	249^	234^	345^	137^	58^	LT	LT		
4.00 - 4.30									A	6.8	17	496	1484	566	143^	588	141^	228^	220^	155^	334^	764	82^	248^	295^	252^	412^	132^	60^	LT	LT		
4.30 - 5.00									A	7.6	19	554	1646	608	277^	632	185^	315^	260^	119^	293^	844	191^	380^	365^	191^	344^	170^	104^	LT	LT		
5.00 - 5.30									A	8.1	19	590	1627	655	307^	677	190^	371^	326^	112^	278^	831	164^	387^	405	181^	325^	119^	64^	LT	LT		
5.30 - 6.00																																	
ANIMALS. ANIMALS. ANIMALS						18	127	123	A	3.8	16	277	1718	367^	72^	388^	125^	345^	273^	LT	43^	514	387^	413^	279^	LT	LT	210^	109^	606	422^		
SUN. 11.30A 30 ABC CL						81	75	B	3.3	14	241	1628	406	134	426	196	304	208	38	114	406	256	305	233	21	64	170	71	626	439			
BAGGY PANTS & THE NITWITS						1	198	A	6.6	24	481	1243	159^	60^	159^	126^	159^	57^	LT	LT	179^	51^	67^	16^	112^	112^	171^	63^	734	463^			
2 SAT. 11.00A 30 NBC CA						98		B	6.6	24	481	1243	159	60	159	126	159	57	LT	LT	179	51	67	16	112	112	171	63	734	463			
BANG SHANG LALAPALOOZA						19	204	A	3.6	13	262	1229	79^	49^	79^	LT	LT	LT	45^	79^	134^	27^	76^	76^	27^	58^	192^	39^	824^	443^			
1 SAT. 10.00A 30 NBC CA						99		B	4.2	16	306	1665	297	119	321	191	243	158	35	72	226	133	160	108	35	60	234	119	884	472			
BATMAN/TARZAN ADV I						11	197	197	A	9.7	35	707	1788	343	120^	381	170	254	149^	61^	116^	376	154^	245	179	38^	95^	345	104^	686	425		
SAT. 10.30A 30 CBS CA						99	99	B	8.9	33	649	1946	305	95	329	178	248	157	37	72	311	169	229	193	21	52	343	183	963	533			
BATMAN/TARZAN ADV II						11	197	198	A	10.9	38	795	1979	317	110^	362	142^	232	146^	70^	121^	414	194	299	194	55^	89^	422	145^	781	504		
SAT. 11.00A 30 CBS CA						99	99	B	10.1	37	736	1913	305	91	337	191	266	161	34	65	281	166	225	168	18	37	345	142	950	527			
BUGS BUNNY/ROAD RUNNER 1						11	201	200	A	6.6	29	481	1821	291	91^	339	153^	240^	115^	54^	122^	262	144^	177^	127^	LT	42^	370	128^	850	549		
SAT. 9.00A 30 CBS CA						99	99	B	6.9	32	503	1876	304	107	351	184	246	152	51	83	256	137	184	143	21	51	270	96	999	560			
BUGS BUNNY/ROAD RUNNER 2						11	200	200	A	9.0	36	656	1854	345	89^	417	199	267	146^	58^	141^	276	163^	215	143^	LT	35^	338	119^	823	533		
SAT. 9.30A 30 CBS CA						99	99	B	9.1	37	663	1898	317	92	371	209	278	171	40	78	262	156	207	158	17	34	286	112	979	565			
BUGS BUNNY/ROAD RUNNER 3						11	200	200	A	10.3	39	751	1802	316	84^	377	202	260	126^	65^	117^	342	178	248	182	27^	59^	323	119^	760	479		
SAT. 10.00A 30 CBS CA						99	99	B	9.9	38	722	1849	289	73	331	192	257	148	34	65	296	160	217	183	22	42	318	141	904	514			
C.B. BEARS I						19	200	A	2.5	23	182	1044^	LT	LT	LT	LT	LT	LT	LT	LT	77^	39^	39^	39^	LT	38^	159^	LT	808^	560^			
1 SAT. 8.00A 30 NBC CA						99		B	2.9	25	211	1704	174	85	198	109	161	123	LT	27	203	109	136	118	24	48	145	41	1158	739			
C.B. BEARS II						19	199	A	4.2	26	306	1092	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	206^	62^	886	641^			
1 SAT. 8.30A 30 NBC CA						98		B	4.3	26	313	1917	188	80	211	119	178	146	LT	19	205	115	147	118	20	39	202	85	1299	807			
CBS SAT. FILM FESTIVAL						14	164	A	5.3	20	386	2179	199^	127^	300^	274^	274^	170^	LT	LT	360^	251^	334^	318^	LT	LT	378^	306^	1141	897			
2 SAT. 1.30P 30 CBS CL						87		B	4.4	15	321	1755	370	118	420	225	269	189	56	111	351	184	282	210	32	50	297	188	687	354			

KEY: A= CURRENT REPORT B= SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE % %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11															
																						TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+					
WEEKEND DAYTIME CONT'D																																																	
CBS SPORTS SPECIAL(S) 180 A 7.1 18 518 1537 419^238^ 468 166^ 302^201^ 88v147^ 650 272^ 441^413^ 37v161^ 393^177^ 26v LT																																																	
2 SUN. 4.00P 55 CBS SC 95 A 7.3 18 532 1491 410^220^ 459 171^ 303^203^ 79v135^ 621 233^ 398^403^ 43v179^ 394^163^ 17v LT																																																	
4.00 - 4.30 A 6.9 17 503 1592 433^262^ 476 159^ 302^202^ 98v156^ 689 322^ 495^425^ 30v143^ 392^195^ 35v LT																																																	
4.30 - 5.00																																																	
CBS SPORTS SPECTACULAR 18 160 158 A 7.1 19 518 1610 455 143^ 464 139^ 214^210^ 104^230^ 753 325 476 398 120^212^ 255 71^ 138^ 109^																																																	
1 SAT. 5.00P 60 CBS SA 90 91 B 7.0 18 510 1588 473 146 508 188 289 256 92 182 711 284 448 378 104 215 161 51 208 142																																																	
2 SAT. 4.30P 90 A 6.9 21 503 1738 457^153^ 457^132^ 238^197^ 69v198^ 744 330^ 530 454^ 78v160^ 272^ 98v 265^ 224^																																																	
4.30 - 5.00 A 6.4 17 467 1585 433 114^ 436 121^ 176^174^ 106^244^ 768 326 466 382 135^225^ 278 65^ 103^ 82^																																																	
5.00 - 5.30 A 7.8 19 569 1613 478 159^ 501 161^ 242 247 118^235 763 329 473 392 128^229 238 67^ 111^ 83^																																																	
5.30 - 6.00																																																	
CHALLENGE OF THE SEXES 4 131 161 A 6.6 24 481 1628 425 210^ 508 210^ 322 251 102^148^ 604 251 381 335 69^150^ 225^126^ 291 205^																																																	
1 SUN. 1.00P 45 CBS SE 70 86 B 6.4 23 467 1646 399 165 458 196 288 207 78 147 658 319 441 362 78 163 244 109 286 199																																																	
2 SUN. 1.00P 39 A 6.4 24 467 1576 428 214^ 514 205^ 318 242^ 115^160^ 571 233^ 358 315 73^147^ 227^122^ 264 189^																																																	
1.00 - 1.30																																																	
DAYTONA UPDATE I(S) 159 A 8.2 26 598 1828 428 268^ 495 141^ 356^316^ 108^139^ 645 321^ 458 365^ 66v134^ 292^134^ 396 396																																																	
2 SUN. 1.39P 6 CBS SE 84																																																	
DAYTONA UPDATE II(S) 178 A 6.5 16 474 1542 469^283^ 506 145^ 283^194^ 122v208^ 619 282^ 447^357^ 34v137^ 380^196^ 37v LT																																																	
2 SUN. 4.55P 5 CBS SE 91																																																	
DYNAMIC DUOS 3 145 152 A 3.7 11 270 1837 652 148^ 722 339^ 376^259^ 132^267^ 670 236^ 292^281^ 207^356^ 282^ 78v 163^ 56v																																																	
SUN. 2.00P 30 NBC SE 71 75 B 3.9 12 204 1570 634 183 709 226 318 251 115 356 588 190 321 281 89 219 102 29 171 114																																																	
CE THE NATION 18 174 180 A 4.2 17 306 1869 788 101^ 817 350^ 481 419 80v336^ 582 249^ 327^209^ 90v221^ 185^101^ 285^ 209^																																																	
SUN. 11.30A 30 CBS CC 97 97 B 3.2 15 233 1570 634 183 709 226 318 251 115 356 588 190 321 281 89 219 102 29 171 114																																																	
T ALBERT AND COSBY KIDS 2 184 196 A 8.2 29 598 1923 370 198^ 410 256 368 246 17v 17v 465 250 346 255 48v 79^ 331 102^ 717 384																																																	
SAT. 12.00N 30 CBS CA 96 98 B 8.2 29 598 1923 370 198 410 256 368 246 17 17 465 250 346 255 48 79 331 102 717 384																																																	
STIVAL OF LIVELY ARTS(S) 166 A 6.5 14 474 1719 529 234^ 576 139^ 278^239^ 152^250^ 607 147^ 372^391^ 38v179^ 385^171^ 151^ 99v																																																	
2 SUN. 5.00P 60 CBS CL 87 A 6.3 14 459 1817 521 272^ 569 144^ 298^231^ 132^236^ 634 169^ 428^447^ 29v149^ 473^231^ 141^ 96v																																																	
5.00 - 5.30 A 6.8 14 496 1587 524 196^ 570 132^ 252^238^ 168^257^ 570 119v 310^331^ 45v205^ 292^110v 155^ 101v																																																	
5.30 - 6.00																																																	
OST BUSTERS 19 68 67 A 1.6 11 117 2350 402^ 52v 402^240v 289^127v LT 113v 315^282^ 315^315^ LT LT 247v111v 1386 890^																																																	
SUN. 9.00A 30 CBS CL 59 59 B 1.3 10 95 1570 210 70 262 130 162 130 LT 61 171 89 121 131 LT LT 161 60 976 675																																																	
GO GLOBETROTTERS I 1 204 A 4.5 26 328 1296 141v 58v 183v146v 146v104v 37v 37v 72v 72v 72v 72v LT LT 57v LT 984 705^																																																	
2 SAT. 8.30A 30 NBC CA 99 B 4.5 26 328 1296 141 58 183 146 146 104 37 37 72 72 72 72 LT LT 57 LT 984 705																																																	
GO GLOBETROTTERS II 1 204 A 5.8 27 423 1643 74v LT 112v112v 112v 74v LT LT 99v 99v 99v 99v LT LT 266^132v 1166 778																																																	
2 SAT. 9.00A 30 NBC CA 99 B 5.8 27 423 1643 74 LT 112 112 112 74 LT LT 99 99 99 99 LT LT 266 132 1166 778																																																	
GO GLOBETROTTERS III 1 205 A 5.8 25 423 1416 LT LT 38v 38v 38v LT LT LT 82v 59v 82v 82v LT LT 239^125v 1057 695																																																	
2 SAT. 9.30A 30 NBC CA 99 B 5.8 25 423 1416 LT LT 38 38 38 LT LT LT 82 59 82 82 LT LT 239 125 1057 695																																																	
GO GLOBETROTTERS IV 1 205 A 5.9 23 430 1772 65v LT 134v134v 134v 65v LT LT 157^ 90v 157^157^ LT LT 191^ 31v 1290 799																																																	
2 SAT. 10.00A 30 NBC CA 99 B 5.9 23 430 1772 65 LT 134 134 134 65 LT LT 157 90 157 157 LT LT 191 31 1290 799																																																	
EAT GRAPE APE 18 90 90 A 3.1 13 226 1305 359^191^ 359^239^ 274^ 70v LT 85v 160^124v 139^ 84v LT LT 184^110v 602 394^																																																	
SUN. 11.00A 30 ABC CA 63 63 B 3.2 14 233 1502 266 107 291 167 206 125 25 76 214 150 189 138 LT LT 168 77 829 558																																																	
WATIAN OPEN GOLF-SUN(S) 184 A 10.9 23 795 1491 437 119^ 483 197^ 285^234^ 72v151^ 724 182^ 370 417 154^278^ 115^ 38v 169^ 116^																																																	
CONT'D																																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

														1ST FEB. 1978 REPORT													
PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
													WOMEN					MEN									
													18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																											
HAWAIIAN OPEN GOLF-CONT'D																											
2 SUN. 5.00P 120 ABC SE 96																											
5.00 - 5.30																											
5.30 - 6.00																											
6.00 - 6.30																											
6.30 - 7.00																											
HONG KONG PHOOEY																											
2 SAT. 8.00A 30 NBC CA 197																											
198																											
I AM THE GREATEST																											
1 SAT. 10.30A 30 NBC CA 19 206																											
99																											
IN THE NEWS- 8.26AM																											
SAT. 8.26A 3 CBS N 17 197 199																											
99 99																											
IN THE NEWS- 8.56AM																											
SAT. 8.56A 3 CBS N 11 195 199																											
98 99																											
IN THE NEWS- 9.56AM																											
SAT. 9.56A 3 CBS N 11 200 200																											
99 99																											
IN THE NEWS-10.26AM																											
SAT. 10.26A 3 CBS N 20 200 200																											
99 99																											
IN THE NEWS-10.56AM																											
20 197 197																											
SAT. 10.56A 3 CBS N 99 99																											
IN THE NEWS-11.26AM																											
SAT. 11.26A 3 CBS N 20 197 198																											
99 99																											
IN THE NEWS-11.56AM																											
SAT. 11.56A 3 CBS N 20 191 196																											
97 97																											
IN THE NEWS-12.26PM																											
SAT. 12.26P 3 CBS N 20 187 196																											
96 98																											
IN THE NEWS-12.56PM																											
SAT. 12.56P 3 CBS N 18 186 196																											
96 98																											
IN THE NEWS- 1.26PM																											
SAT. 1.26P 3 CBS N 15 168 171																											
89 89																											
IN THE NEWS- 1.56PM																											
SAT. 1.56P 3 CBS N 16 160 162																											
84 85																											
IN THE NEWS- 9.26AM																											
SUN. 9.26A 3 CBS N 19 68 67																											
59 59																											
IN THE NEWS- 9.56AM																											
SUN. 9.56A 3 CBS N 19 66 66																											
57 57																											
INT'L AMATEUR BOXING																											
1 SUN. 3.15P 60 ABC SE 2 175																											
94																											
3.30 - 4.00																											
ISSUES AND ANSWERS																											
SUN. 12.00N 30 ABC CC 20 163 158																											
96 93																											

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																													
JABBERJAW																													
SUN. 10.30A 30 ABC CA 18 86 85 A 2.7 12 197 1680 477^152v 477^349^ 369^ 95v LT 108v 294^223^ 233^126v 41v 41v 142v 51v 767 504^																													
KROFFT SUPERSHOW '78 I																													
SAT. 11.00A 30 ABC CL 19 185 185 A 7.7 27 561 1913 352 187^ 396 297 323 147^ 18v 52v 223 162^ 185^128^ 21v 38v 261 142^ 1033 675																													
KROFFT SUPERSHOW '78 II																													
SAT. 11.30A 30 ABC CL 20 185 185 A 8.3 29 605 2140 321 119^ 369 229 262 124^ 11v 67^ 249 187^ 199 126^ 37v 50v 318 214 1204 755																													
LAND OF THE LOST																													
2 SAT. 12.00N 30 NBC CL 1 182 A 6.1 23 445 1620 357^195^ 357^295^ 326^120v LT LT 301^184^ 225^136v 49v 49v 193^ 91v 769 421^																													
MEET THE PRESS																													
SUN. 12.30P 30 NBC CC 18 163 186 A 3.8 15 277 1390 578 126^ 683 152^ 224^231^ 105v361^ 592 79v 166^220^ 140^325^ 68v 57v 47v 18v																													
NATIONAL KID'S QUIZ(S)																													
1 SAT. 12.00N 60 NBC IA 194 A 6.7 23 488 2129 641 190^ 688 328^ 571 437^ 76v117v 347^130^ 188^190^ 51v125^ 153^ 94v 941 410^																													
2.00 - 12.30																													
12.30 - 1.00																													
NBA ALL-STAR GAME(S)																													
2 SUN. 1.45P 135 CBS SE 192 A 10.1 28 736 1667 396 165^ 468 185^ 303^235^ 77v155^ 808 390 583 472 85^180^ 163^ 76v 228^ 228^																													
2.00 - 2.30																													
2.30 - 3.00																													
3.00 - 3.30																													
3.30 - 4.00																													
NBA BASKETBALL GAME																													
1 SUN. 1.45P 138 CBS SE 98 A 8.5 26 620 1574 385 140^ 425 173^ 285^247^ 62v106^ 768 391 521 423 107^187^ 241^ 81v 140^ 33v																													
2.00 - 2.30																													
2.30 - 3.00																													
3.00 - 3.30																													
3.30 - 4.00																													
NCAA BASKETBALL GAME-SAT.																													
SAT. 4.00P 120 NBC SE 5 185 190 A 6.1 16 445 1773 434 121^ 482 177^ 246^238^ 81^170^ 869 337 477 415 153^316 210^ 29v 212^ 148^																													
4.00 - 4.30																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
NCAA BASKETBALL GAME-SUN.																													
1 SUN. 4.00P 120 NBC SE 5 182 183 A 8.9 21 649 1686 515 140^ 556 202 264 215 133^254 825 383 530 474 99^216 154^ 48^ 151^ 65^																													
2 SUN. 4.00P 154 B 7.4 18 539 1680 490 183 536 181 264 237 119 230 860 389 527 447 126 254 142 36 142 84																													
4.00 - 4.30																													
4.30 - 5.00																													
5.00 - 5.30																													
5.30 - 6.00																													
6.00 - 6.30																													
PRO BOWLERS TOUR																													
1 SAT. 3.30P 90 ABC SE 5 175 187 A 9.2 27 671 1711 525 148^ 559 152^ 306 311 87^195 751 196 376 348 104^301 193 42v 208 147^																													
2 SAT. 3.00P 90 B 8.9 25 649 1728 565 185 614 173 320 301 102 230 734 231 376 344 128 297 187 52 193 122																													
3.00 - 3.30																													
3.30 - 4.00																													
CONT'D																													



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
																						TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL M.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
PRO BOWLERS TOUR-CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
4.00 - 4.30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
4.30 - 5.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
RAZZMATAZZ(S)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
1 SAT. 1.30P 30 CBS DN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														



1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17) TOTAL FEM.					CHILDREN (2-11) TOTAL	
</																																	

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JAN. 23, 1978

WEEKLY TV AUDIENCE ESTIMATES																		EVE. MON. JAN. 23, 1978			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
WEEK 1	ABC TV																				
	TOTAL AUDIENCE (Households (000) & %)																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE %																				
	AVG. AUD. BY 1/4 HR. %																				
		Roots: One Year Later (8:00-9:00PM) (OP) Pro Bowl Football Game "AMERICAN FOOTBALL CONFERENCE VS. NATIONAL FOOTBALL CONFERENCE" (9:00-11:43PM)(1)																			

U. S. TV Households: 72,900,000 \*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.  
(2) FILL, CBS, (10:54-11:00PM)(SUS.).

EVE. MON. JAN. 30, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 24, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00					
W E K 1	TOTAL AUDIENCE (Households (000) & %)						26,100 35.8				25,370 34.8				19,320 26.5				13,920 19.1				11,520 15.8
	ABC TV						Happy Days		Laverne and Shirley		Three's Company		Soap		(OP)	Family							
	AVERAGE AUDIENCE (Households (000) & %)						23,690 32.5				23,620 32.4				18,080 24.8				12,470 17.1				9,480 13.0
	SHARE OF AUDIENCE %						48				47				36				25				20
	AVG. AUD. BY 1/4 HR. %						31.2	33.8	32.7	32.2	24.9	24.6	17.5	16.8	13.2	13.4	13.0	12.6*	12.2				
W E K 1	TOTAL AUDIENCE (Households (000) & %)						10,280 14.1						14,800 20.3						21,290 29.2				
	CBS TV						CBS Reports (8:00-9:00PM)			(OP)	M*A*S*H			Kraft-75th Anniversary Special (9:30-11:00PM)									
	AVERAGE AUDIENCE (Households (000) & %)						7,510 10.3				13,560 18.6				15,820 21.7				21.4*				22.4*
	SHARE OF AUDIENCE %						15	9.8*	15*	16*	27	33	31*				22.4*	34*	34*	34*			
	AVG. AUD. BY 1/4 HR. %						10.2	9.4	10.2	11.4	18.3	19.0	21.5	21.3	22.9	21.9	21.8	20.8	20.8				
W E K 1	TOTAL AUDIENCE (Households (000) & %)						27,990 38.4																
	NBC TV						Big Event "THE DARK SECRET OF HARVEST HOME" Pt. II (8:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)						19,030 26.1				24.9*				25.2*				27.2*				28.2*
	SHARE OF AUDIENCE %						39	22.5*	33*	36*	36*	36*	39*				43*				45*		
	AVG. AUD. BY 1/4 HR. %						27.4	22.5	22.5	24.9	25.2	25.2	27.2	27.2	28.5	28.5	28.2	28.2	28.2				
W E K 2	TOTAL AUDIENCE (Households (000) & %)						27,410 37.6				25,660 35.2				25,220 34.6				20,120 27.6				18,230 25.0
	ABC TV						Happy Days		Laverne and Shirley		Three's Company		Harvey Korman Show (9:30-10:00PM)		(OP)	Family							
	AVERAGE AUDIENCE (Households (000) & %)						25,590 35.1				23,910 32.8				23,260 31.9				18,230 25.0				14,870 20.4
	SHARE OF AUDIENCE %						52	36.6	48	47	47	38	35				20.7*	34*	20.2*				
	AVG. AUD. BY 1/4 HR. %						33.5	36.6	32.6	33.0	31.4	32.4	25.4	24.7	20.7	20.7	20.6	19.7	19.7				
W E K 2	TOTAL AUDIENCE (Households (000) & %)						9,260 12.7				11,880 16.3				23,980 32.9								
	CBS TV						Celebrity Challenge of the Sexes		Shields and Yarnell		(OP)	CBS Tuesday Night Movies "CHINATOWN" (9:00-11:41PM)(R)(I)											
	AVERAGE AUDIENCE (Households (000) & %)						8,600 11.8				10,420 14.3				14,000 19.2				18.2*				20.0*
	SHARE OF AUDIENCE %						17	11.7	21	27*	33	27*	30*				20.5*	34*	19.4*				
	AVG. AUD. BY 1/4 HR. %						11.9	11.7	14.0	14.6	18.3	18.0	19.8	20.2	20.6	20.3	19.8	19.0	19.0				
W E K 2	TOTAL AUDIENCE (Households (000) & %)						16,260 22.3						18,660 25.6										
	NBC TV						Black Beauty-Pt. I (8:00-9:00PM)			(OP)	Big Event NBC: THE FIRST FIFTY YEARS-A CLOSER LOOK, PT. II (9:00-11:00PM)												
	AVERAGE AUDIENCE (Households (000) & %)						13,190 18.1				9,910 13.6				14.0*				15.1*				13.5*
	SHARE OF AUDIENCE %						27	17.6*	26*	27*	22	21*	23*				22*				21*		
	AVG. AUD. BY 1/4 HR. %						17.8	17.5	19.0	18.1	14.2	13.9	15.6	14.6	14.6	12.5	12.1	11.7	11.7				
TV HOUSEHOLDS USING TV WK 1		59.9	62.1	63.3	64.6	66.5	68.1	69.0	69.6	69.1	69.6	69.3	68.9	67.0	65.8	64.6	62.1						
(See Def. 1)		59.8	61.6	62.5	64.3	67.0	68.4	68.3	68.4	67.2	68.0	66.5	65.2	61.5	59.2	57.3	54.8						

A-5 U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. JAN. 31, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 25, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						22,090 30.3				25,370 34.8				21,800 29.9				
	ABC TV		← Eight Is Enough → Charlie's Angels → (OP) → Starsky & Hutch →																
	AVERAGE AUDIENCE (Households (000) & %)						18,230 25.0	23.0*		27.0*	22,020 30.2	28.9*		31.5*	18,300 25.1	26.0*		24.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						38 22.6	35 *	26.7	41 *	46 28.1	44 *	31.5	47 *	42 26.5	42 *	25.4	24.7	43 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,560 18.6		8,970 12.3		17,350 23.8								
	CBS TV		← Good Times → Szyszyk (OP) → CBS Wednesday Night Movie "THE TRAIN ROBBERS" (9:00-10:53PM)(R) → (1)																
	AVERAGE AUDIENCE (Households (000) & %)						12,100 16.6		8,020 11.0		11,150 15.3	15.9*		15.5*		15.3*		14.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 16.4	16.9	17 11.1	11.0	24 15.9	24 *	15.6	23 *	15.4	25 *	15.1	14.1	25 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						16,260 22.3				15,450 21.2				14,070 19.3				
	NBC TV		← Life and Times of Grizzly Adams → (OP) → Peeping Times (9:00-10:00PM) → Police Woman →																
	AVERAGE AUDIENCE (Households (000) & %)						13,410 18.4	17.6*		19.1*	12,030 16.5	17.0*		15.9*	11,300 15.5	15.8*		15.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 17.2	27 *	18.9	29 *	25 17.4	26 *	16.1	24 *	26 15.7	25 *	15.9	15.3	27 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						20,270 27.8				21,580 29.6				18,660 25.6				
	ABC TV		← Eight Is Enough → Carter Fireside Chat (9:00-9:25PM)(SUS.) → Charlie's Angels (9:25-10:25PM)(2) → (OP) → Starsky & Hutch (10:25-11:25PM)(2) →																
	AVERAGE AUDIENCE (Households (000) & %)						16,840 23.1	22.0*		24.1*	18,080 24.8	24.6*		24.6*	15,020 20.6	20.6		20.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 20.8	33 *	24.0	35 *	38 21.0	37 *	24.1	37 *	37 21.1	37	20.6	36 *	20.4
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						19,170 26.3				23,260 31.9								
	CBS TV		← Leapin' Lizards It's Liberace (8:00-9:00PM) → (OP) → G. E. Theatre "SEE HOW SHE RUNS" (9:00-10:51PM) → (3)																
	AVERAGE AUDIENCE (Households (000) & %)						15,160 20.8	20.3*		21.2*	17,420 23.9	23.6*		23.8*		24.0*		24.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 20.2	30 *	21.1	31 *	38 23.0	36 *	23.8	36 *	39 *	39 *	24.1	42 *	24.1
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						15,820 21.7				12,320 16.9				10,130 13.9				
	NBC TV		← Block Beauty-Pt. II (8:00-9:00PM) → (OP) → Carter Fireside Chat (9:00-9:25PM)(SUS.) → Laugh-In (9:26-10:26PM)(2) → Police Woman (10:26-11:26PM)(2) →																
	AVERAGE AUDIENCE (Households (000) & %)						12,980 17.8	17.8*		17.8*	9,260 12.7	12.6*		12.6*	7,290 10.0	10.0		9.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 17.6	26 *	18.1	26 *	20 13.4	19 *	12.5	19 *	18 10.6	18	9.3	17 *	9.9
TV HOUSEHOLDS USING TV WK 1		59.5	61.7	63.0	63.9	65.0	66.1	66.2	66.7	65.8	66.2	66.6	66.5	63.0	61.2	58.1	55.3		
(See Def. 1) WK 2		61.7	63.0	64.3	65.3	66.8	68.4	68.7	69.1	66.6	65.9	65.7	65.3	63.2	61.1	58.4	55.8		

U.S. TV Households: 72,900,000 \*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) FILL, CBS, (10:53-11:00PM)(SUS.).  
(2) FOR REMAINING RATINGS, SEE OP PAGES.

(3) MOVIE FILL, CBS, (10:51-11:00PM)(SUS.).

EVE. WED. FEB. 1, 1978



# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 26, 1978

EVE. THU. JAN. 26, 1978

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

18,010 24.7		17,130 23.5		19,460 26.7		16,040 22.0		10,060 13.8	
Welcome Back, Kotter		Fish		Barney Miller		Carter Country (OP)		Redd Foxx Show	
16,550 22.7		15,890 21.8		18,150 24.9		14,870 20.4		9,040 12.4	
33 22.3		31 21.2		36 24.7		30 20.7		20 12.7	
23.1	22.3	25.0	20.1	12.0					

Republican Reply  
to the State of  
the Union

TOTAL AUDIENCE  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

19,610 26.9						24,930 34.2			
← The Waltons → (OP) ← Barnaby Jones →									
16,690 22.9				18,520 25.4					
33 22.0				39 22.0					
22.7	23.6	23.4	22.0	23.0	24.3	24.8	26.3	26.7	28.7

TOTAL AUDIENCE  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

15,750 21.6						12,900 17.7			
← Chips → (OP) ← James at 15 → What Really Happened to the Class of '65									
12,100 16.6				10,350 14.2				12,980 17.8	
24 15.4				21 14.4				29 17.1	
15.2*	17.7	18.0*	14.2	21*	14.2	14.2*	16.9*	18.7*	

**ABC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,180 22.2		15,970 21.9		17,350 23.8		16,550 22.7		13,780 18.9	
35 21.5		34 21.5		37 23.2		36 22.9		33 18.3	
22.9	21.5	22.3	23.2	24.4	22.5	22.5	19.6	18.6	

**CBS TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

14,580 20.0				15,890 21.8				14,730 20.2	
31 19.0				34 20.3				35 21.1	
19.6	20.7	20.8	20.3	20.9	22.5	23.4	20.1	19.9	19.7

**NBC TV**

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

12,320 16.9		16.8*		16.9*		7,950 10.9		8,750 12.0	
26 16.8		26*		26*		17 12.9		21 13.0	
16.8	16.8	17.1	16.7	12.9	11.0	10.4	11.6	11.5	11.9

Black Beauty-Pt. III  
(8:00-9:00PM)

Ford Theatre Celebration  
(9:00-10:00PM)

Hallmark Hall Of Fame  
"TAXI" (10:00-11:00PM)

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK 2

61.5	63.2	63.9	66.6	67.7	68.7	68.9	70.2	69.0	68.9	67.9	67.7	64.1	62.9	60.8	58.5
59.4	61.0	60.8	62.1	63.6	64.6	64.7	65.3	64.2	64.5	63.3	62.3	60.4	58.5	57.2	55.5



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 27, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						20,120 27.6				24,130 33.1								
	ABC TV						Donny and Marie				(OP)	ABC Friday Night Movie "THE BERMUDA DEPTHS" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)						15,750 21.6	20.3*		22.8*	17,930 24.6	23.8*		23.5*		25.7*		25.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 19.6	33* 21.0	22.7	36* 22.9	40 23.9	37* 23.7	23.6	37* 23.4		25.9	25.6	25.5	44* 24.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,160 20.8				11,960 16.4								
	CBS TV						Wonder Woman				(OP)	World Beyond (9:00-10:00PM)			CBS News Special Report (10:00-11:00PM) (SUS.)				
	AVERAGE AUDIENCE (Households (000) & %)						11,960 16.4	15.4*		17.4*	8,890 12.2	12.4*		12.0*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 14.8	25* 16.1	17.5	27* 17.3	19 13.0	20* 11.9	12.0	19* 12.1					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,710 18.8		11,520 15.8		19,250 26.4				20,780 28.5				
	NBC TV						C.P.O. Sharkey		Chico and The Man		(OP)	Rockford Files			Quincy, M.E.				
	AVERAGE AUDIENCE (Households (000) & %)						12,250 16.8		10,570 14.5		16,180 22.2	21.6*		22.7*	18,300 25.1	25.1*		25.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.8	16.8	23 14.2	14.9	35 20.6	34* 22.6	22.7	36* 22.8	42 25.1	42* 25.1	25.4	44* 25.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,430 19.8	19.0*		20.7*	13,560 18.6	18.2*		18.6*		19.0*		18.4*	
	ABC TV						Donny and Marie				(OP)	ABC Friday Night Movie "CRUISE INTO TERROR" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)						14,430 19.8	19.0*		20.7*	13,560 18.6	18.2*		18.6*		19.0*		18.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 18.4	31* 19.5	20.7	33* 20.7	30 18.2	29* 18.1	18.4	29* 18.9		30* 19.1	31* 18.9	19.0	31* 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,450 21.2				18,150 24.9								
	CBS TV						Wonder Woman				(OP)	CBS Friday Night Movie "DEADMAN'S CURVE" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)						12,320 16.9	16.3*		17.5*	13,410 18.4	17.5*		17.8*		19.3*		19.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.0	27* 16.6	17.3	28* 17.7	30 17.5	28* 17.5	17.5	28* 18.0		31* 19.2	31* 19.3	19.2	32* 19.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,060 23.4				17,350 23.8				16,480 22.6				
	NBC TV						Black Beauty-Pt. IV (8:00-9:00PM)				(OP)	Rockford Files			Quincy, M.E.				
	AVERAGE AUDIENCE (Households (000) & %)						14,140 19.4	19.0*		19.8*	14,800 20.3	20.0*		20.5*	14,140 19.4	19.2*		19.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 18.5	31* 19.4	19.8	31* 19.9	32 19.8	32* 20.1	20.7	32* 20.3	32 19.0	31* 19.4	31* 19.5	33* 19.9	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		57.3	58.4	59.1	60.5	61.7	62.9	63.5	64.1	63.7	63.4	63.2	63.5	61.3	59.3	58.5	57.2		
WK 2		53.1	54.9	55.7	58.0	59.8	61.7	62.8	63.5	62.0	62.6	63.1	63.3	62.4	62.1	60.9	59.4		

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 28, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,730 20.2		14,940 20.5		23,840 32.7				22,310 30.6				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 29, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)		14,361 19.7				16,480 22.6				19,900 27.3								
<b>ABC TV</b>		<div>Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (OP) Six Million Dollar Man (OP) ABC Sunday Night Movie "NIGHT CRIES" (9:00-11:00PM)</div>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		11,593 15.9	15.3*			13,560 18.6	17.4*			15,160 20.8	19.8*			20.5*		21.6*		21.3*
<b>SHARE OF AUDIENCE %</b>		25	25 *			26 *	28			30 *	32			30 *		34 *		35 *
<b>AVG. AUD. BY 1/4 HR. %</b>		15.0	15.6	16.5	16.7	17.0	17.8	19.5	20.2	19.9	19.8	20.5	20.6	21.7	21.4	21.8		20.9
<b>TOTAL AUDIENCE</b> (Households (000) & %)		20,410 28.0				17,640 24.2		16,480 22.6		19,390 26.6		19,320 26.5		15,970 21.9				
<b>CBS TV</b>		<div>60 Minutes Rhoda On Our Own (OP) All In The Family (R) Alice Carol Burnett Show</div>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		17,359 23.8	23.0*			16,330 22.4		15,160 20.8		17,710 24.3		17,710 24.3		12,680 17.4		18.0*		16.8*
<b>SHARE OF AUDIENCE %</b>		38	37 *			38 *	34	31		36		36		28		28 *		28 *
<b>AVG. AUD. BY 1/4 HR. %</b>		22.2	23.7	24.8	24.5	22.2	22.5	21.0	20.6	23.5	25.1	24.4	24.2	18.1	18.0	17.2		16.4
<b>TOTAL AUDIENCE</b> (Households (000) & %)		22,820 31.3								22,890 31.4								
<b>NBC TV</b>		<div>Wonderful World of Disney "THE SHAGGY DOG" (OP) Big Event "35TH ANNUAL GOLDEN GLOBE AWARDS" (9:00-11:05PM)</div>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		16,550 22.7	20.0*			22.1*	24.6*			14,070 19.3	18.1*			19.5*		20.4*		19.5*
<b>SHARE OF AUDIENCE %</b>		35	32 *			34 *	38 *			30	27 *			29 *		32 *		32 *
<b>ABC TV</b>		<div>ABC's Silver Anniversary Celebration (7:00-11:00PM)</div>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		19,830 27.2	24.3*			26.2*	29.4*			31.6*	27.5*			27.0*		26.8*		24.7*
<b>SHARE OF AUDIENCE %</b>		40	38 *			39 *	43 *			45 *	39 *			38 *		40 *		39 *
<b>AVG. AUD. BY 1/4 HR. %</b>		23.0	25.4	25.6	26.9	29.0	29.8	31.8	31.4	28.2	26.8	27.2	26.9	27.3	26.4	25.6		23.7
<b>TOTAL AUDIENCE</b> (Households (000) & %)		20,050 27.5				12,760 17.5		11,370 15.6		15,530 21.3		16,040 22.0		14,220 19.5				
<b>CBS TV</b>		<div>60 Minutes Rhoda On Our Own (OP) All In The Family Alice Carol Burnett Show</div>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		16,040 22.0	21.7*			22.3*	11,740 16.1	10,210 14.0		14,140 19.4		14,800 20.3		10,720 14.7		15.7*		13.8*
<b>SHARE OF AUDIENCE %</b>		34	34 *			33 *	24	20		28		29		23		23 *		22 *
<b>AVG. AUD. BY 1/4 HR. %</b>		21.5	21.9	22.8	21.8	16.1	16.0	13.7	14.4	19.0	19.8	19.9	20.7	15.9	15.4	14.2		13.5
<b>TOTAL AUDIENCE</b> (Households (000) & %)		19,030 26.1								22,230 30.5								
<b>NBC TV</b>		<div>Wonderful World of Disney "THE MILLION DOLLAR DIXIE DELIVERANCE" (OP) Big Event "MIDWAY" Pt. 1 (9:00-11:00PM)</div>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		12,540 17.2	13.5*			15.8*	19.3*			20.1*	22.1*			23.3*		24.5*		23.8*
<b>SHARE OF AUDIENCE %</b>		26	21 *			24 *	28 *			29 *	31 *			33 *		36 *		38 *
<b>AVG. AUD. BY 1/4 HR. %</b>		12.9	14.2	15.2	16.4	19.0	19.5	20.0	20.2	21.4	22.8	23.4	23.1	24.2	24.7	24.4		23.3
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)		61.2	62.5	63.5	65.1	64.7	65.6	66.8	67.3	66.9	68.2	68.5	67.6	64.8	63.4	61.5		59.2
<b>WK 2</b>		62.7	65.0	66.7	67.5	67.8	68.8	69.2	69.9	70.4	70.7	71.1	71.0	68.0	66.8	64.7		61.3

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
<b>W E K 1</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,960 6.8																	
	<b>ABC TV</b>	ABC Weekend News— Sunday																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,740 6.5																	
	<b>SHARE OF AUDIENCE</b> % <b>AVG. AUD. BY ¼ HR.</b> %	13 6.5																	
<b>W E K 2</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,340 8.7								7,070 9.7									
	<b>CBS TV</b>	CBS Sunday News— Bradley																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,900 8.1								4,740 6.5									
	<b>SHARE OF AUDIENCE</b> % <b>AVG. AUD. BY ¼ HR.</b> %	16 8.1								25 7.5	7.3* 22 *			6.3* 25 *		5.8* 29 *			
<b>W E K 3</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)			4,160 5.7						9,990 13.7							2,840 3.9		
	<b>NBC TV</b>	(2)																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			2,700 3.7						5,690 7.8							2,040 2.8		
	<b>SHARE OF AUDIENCE</b> % <b>AVG. AUD. BY ¼ HR.</b> %			14 3.7						28 3.9*							20 2.8		
<b>W E K 4</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,740 6.5																	
	<b>ABC TV</b>	ABC Weekend News— Sunday																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,590 6.3																	
	<b>SHARE OF AUDIENCE</b> % <b>AVG. AUD. BY ¼ HR.</b> %	13 6.3																	
<b>W E K 5</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,740 6.5								6,420 8.8									
	<b>CBS TV</b>	CBS Sunday News— Bradley																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,670 6.4								4,010 5.5									
	<b>SHARE OF AUDIENCE</b> % <b>AVG. AUD. BY ¼ HR.</b> %	13 6.4								25 8.4	8.3* 25 *			5.5* 22 *		4.7* 25 *		3.2* 25 *	
<b>W E K 6</b>	<b>TOTAL AUDIENCE</b> (Households (000) & %)					2,040 2.8				9,620 13.2							2,700 3.7		
	<b>NBC TV</b>																		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					1,310 1.8				5,760 7.9							1,970 2.7		
	<b>SHARE OF AUDIENCE</b> % <b>AVG. AUD. BY ¼ HR.</b> %					9 2.1				30 10.7	10.0* 30 *			7.9* 30 *		5.9* 31 *		2.8* 21 *	
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	51.6	43.0	33.3	29.4	26.1	23.5	20.9	35.4	31.3	27.6	24.8	21.6	19.7	17.4	15.0	13.1	
		<b>WK 2</b>	52.0	44.8	33.8	29.0	25.5	22.4	19.5	35.3	31.3	27.9	24.7	21.2	18.6	15.7	13.7	12.0	

U. S. TV Households: 72,900,000

A-17

FOR FOOTNOTES, SEE LAST PAGE.

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 23-27, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			2,700 3.7				3,570 4.9										
	ABC TV			Good Morning, America (Co-op) (Participating) (Co-op) (Participating)														
	AVERAGE AUDIENCE (Households (000) & %)			2,040 2.8				3,060 4.2										
	SHARE OF AUDIENCE %			20				22										
	AVG. AUD. BY ¼ HR. %			2.7		2.9		4.1		4.3								
W E K 2	TOTAL AUDIENCE (Households (000) & %)		3,280 4.5			4,670 6.4								4,230 5.8		5,830 8.0		
	CBS TV		CBS Morning News (Co-op) (Participating) Captain Kangaroo (Participating)											Tattletales		Price is Right 1		
	AVERAGE AUDIENCE (Households (000) & %)		2,040 2.8			2,990 4.1		3,660 5.3		4,570 6.9				3,570 4.9		5,030 6.9		
	SHARE OF AUDIENCE %		21			21*		21*		23*				23		30		
	AVG. AUD. BY ¼ HR. %		2.7		2.9	2.9		3.8		4.5				4.5		5.2		7.3
W E K 3	TOTAL AUDIENCE (Households (000) & %)			4,520 6.2				4,670 6.4						5,030 6.9		5,320 7.3		
	NBC TV			Today Show (Co-op) (Participating) (Co-op) (Participating)											Sanford And Son	Hollywood Squares (1)		
	AVERAGE AUDIENCE (Households (000) & %)			3,570 4.9				3,860 5.3						4,300 5.9		4,740 6.5		
	SHARE OF AUDIENCE %			30				31						27		28		
	AVG. AUD. BY ¼ HR. %			4.8		5.0		5.2		5.3				5.6		6.3		6.5
W E K 4	TOTAL AUDIENCE (Households (000) & %)			2,770 3.8				3,350 4.6										
	ABC TV			Good Morning, America (Co-op) (Participating) (Co-op) (Participating)														
	AVERAGE AUDIENCE (Households (000) & %)			2,110 2.9				2,770 3.8										
	SHARE OF AUDIENCE %			20				20										
	AVG. AUD. BY ¼ HR. %			2.8		2.9		3.8		3.9								
W E K 5	TOTAL AUDIENCE (Households (000) & %)		2,480 3.4			4,450 6.1								4,160 5.7		5,900 8.1		
	CBS TV		CBS Morning News (Co-op) (Participating) Captain Kangaroo (Participating)											Tattletales MTUWF (2)		Price is Right 1 MTUWF (2)		
	AVERAGE AUDIENCE (Households (000) & %)		1,820 2.5			2,700 3.7		3,550 5.0		4,070 5.7				3,570 4.9		5,100 7.0		
	SHARE OF AUDIENCE %		17			20		20*		21*				23		31		
	AVG. AUD. BY ¼ HR. %		2.4		2.7	3.2		3.7		3.9				4.6		5.2		7.4
W E K 6	TOTAL AUDIENCE (Households (000) & %)			4,520 6.2				4,520 6.2						4,810 6.6		5,180 7.1		
	NBC TV			Today Show (Co-op) (Participating) (Co-op) (Participating)											Sanford And Son	Hollywood Squares (1)		
	AVERAGE AUDIENCE (Households (000) & %)			3,650 5.0				3,650 5.0						4,160 5.7		4,450 6.1		
	SHARE OF AUDIENCE %			30				29						27		27		
	AVG. AUD. BY ¼ HR. %			4.9		5.0		5.0		5.1				5.5		5.9		6.2

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1)

6.3	8.5	10.5	12.0	13.9	16.0	16.7	17.4	18.3	19.9	21.0	21.7	21.2	22.4	22.8	23.7
6.6	9.0	11.0	12.4	14.3	16.3	16.7	17.4	18.3	19.6	20.0	21.2	20.7	21.7	21.9	22.8

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE-10:59AM", NBC, (10:59-11:00AM)(SUS.).  
(2) "MAGAZINE", CBS, THU., (10:00-11:00AM), FOR RATINGS, SEE OP PAGES(5).

DAY MON.-FRI. JAN. 30-FEB. 3, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 23-27, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		8,380 11.5		5,320 7.3		6,780 9.3		9,330 12.8				8,160 11.2				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,050 8.3		5,830 8.0		7,140 9.8		6,630 9.1						8,530 11.7				8,310 11.4
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	5,540 7.6		4,960 6.8		3,500 4.8		4,230 5.8		3,500 4.8		7,360 10.1						6,050 8.3
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	5,980 8.2		8,310 11.4		5,470 7.5		6,630 9.1		8,970 12.3				8,020 11.0				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	5,830 8.0		5,760 7.9		7,000 9.6		6,710 9.2						8,460 11.6				8,460 11.6
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	5,100 7.0		4,080 5.6		2,990 4.1		4,300 5.9		3,500 4.8		6,930 9.5						5,900 8.1
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1		24.7	25.8	25.9	27.3	28.8	29.4	28.6	29.4	29.7	30.5	30.2	30.7	30.9	31.2	31.2	32.0	
WK 2		23.4	24.5	24.8	26.0	27.4	28.0	27.5	28.2	29.3	29.7	29.3	29.3	29.8	30.2	29.5	30.4	

U. S. TV Households: 72,900,000  
A-21 FOR FOOTNOTES, SEE LAST PAGE.

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(P) See Other Programs Section: Page A-36

DAY MON.-FRI. JAN. 30-FEB. 3, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 23-27, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	7,360 10.1				4,880 6.7											10,570 14.5	
	ABC TV	General Hospital				Edge of Night		Special (1)					(2)		(3)	(2)	ABC Evening News Reasoner/Walters TU-F (4)	
	AVERAGE AUDIENCE (Households (000) & %)	5,760 7.9				4,230 5.8											9,330 12.8	
	SHARE OF AUDIENCE %	23	8.2*			22*											22	
	AVG. AUD. BY ¼ HR. %	8.2	8.1	7.7		7.6		5.9									12.8	12.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)			8,240 11.3		5,980 8.2											14,360 19.7	
	CBS TV	Guiding Light		All In The Family		Match Game 78											CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)			7,070 9.7		5,180 7.1											12,470 17.1	
	SHARE OF AUDIENCE %		8.3*	25*	28	19											30	
	AVG. AUD. BY ¼ HR. %	8.3	9.4	9.2	10.2	6.9	7.3										17.0	17.4
W E K 3	TOTAL AUDIENCE (Households (000) & %)	8,750 12.0															13,710 18.8	
	NBC TV	Another World (5)															NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	7,360 10.1		9.6*		10.7*											11,960 16.4	
	SHARE OF AUDIENCE %	30		29*		31*											28	
	AVG. AUD. BY ¼ HR. %	9.1	10.0	10.8		10.6											16.0	16.7
W E K 4	TOTAL AUDIENCE (Households (000) & %)	7,580 10.4				4,520 6.2											10,350 14.2	
	ABC TV	General Hospital (6)(7)(8)				Edge of Night TU-F (8)											ABC Evening News Reasoner/Walters	
	AVERAGE AUDIENCE (Households (000) & %)	5,830 8.0		7.8*		4,080 5.6											9,040 12.4	
	SHARE OF AUDIENCE %	24		25*		16											22	
	AVG. AUD. BY ¼ HR. %	7.7	7.9	8.0		5.8	5.3										12.3	12.5
W E K 5	TOTAL AUDIENCE (Households (000) & %)			8,090 11.1		5,390 7.4											13,560 18.6	
	CBS TV	Guiding Light (9)(10)		All In The Family TU-F (10)		Match Game 78 TU-F (11)											CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)			6,930 9.5		4,810 6.6											12,170 16.7	
	SHARE OF AUDIENCE %		8.3*	26*	28	18											30	
	AVG. AUD. BY ¼ HR. %	8.3	9.3	9.0	10.0	6.3	6.7										16.7	16.7
W E K 6	TOTAL AUDIENCE (Households (000) & %)	9,840 13.5															12,830 17.6	
	NBC TV	Another World (5)(12)															NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	7,360 10.1		9.6*		10.5*											11,150 15.3	
	SHARE OF AUDIENCE %	31		30*		31*											27	
	AVG. AUD. BY ¼ HR. %	9.2	10.0	10.5		10.5											15.0	15.6
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		32.6	33.9	34.8	35.8	35.0	37.1	38.2	40.2	41.7	43.9	45.9	49.2	53.9	56.0	57.2	58.9	
WK 2		31.5	33.0	34.3	35.3	35.1	36.6	37.3	38.7	40.3	42.5	44.7	47.8	51.6	54.0	55.2	57.0	

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 28, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,790 5.2		5,180 7.1		7,070 9.7		7,950 10.9		9,330 12.8		9,770 13.4		
	ABC TV							All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II	Scooby's All-Star Laff-A-Lympics III (OP)	Scooby's All-Star Laff-A-Lympics IV (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					2,920 4.0		4,590 6.3		6,120 8.4		7,070 9.7		7,800 10.7		8,090 11.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					3.4	4.6	5.9	6.7	7.8	8.9	9.3	10.0	10.9	10.5	11.4	10.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					2,480 3.4		2,620 3.6		6,050 8.3		9,040 12.4		10,210 14.0		9,040 12.4		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/Road Runner I	Bugs Bunny/Road Runner 2 (OP)	Bugs Bunny/Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.4		2,040 2.8		4,960 6.8		7,440 10.2		8,460 11.6		8,020 11.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.0	2.5	1.6	3.2	3.0	7.6	9.5	11.0	11.4	11.8	10.9	11.2	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					2,410 3.3		4,010 5.5		3,500 4.8		3,350 4.6		2,920 4.0		2,550 3.5		
	NBC TV							C.B. Bears I	C.B. Bears II	Space Sentinels	Superwitch		Bang Shang Lalapalooza		I am the Greatest			
	AVERAGE AUDIENCE (Households (000) & %)					1,820 2.5		3,060 4.2		2,840 3.9		2,330 3.2		2,620 3.6		2,260 3.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.3	2.9	2.6	4.6	1.8	4.0	1.3	3.1	1.3	3.4	3.8	3.0	3.2
W E K 4	TOTAL AUDIENCE (Households (000) & %)					4,160 5.7		5,690 7.8		5,760 7.9		6,420 8.8		7,290 10.0		7,000 9.6		
	ABC TV							All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II	Scooby's All-Star Laff-A-Lympics III (OP)	Scooby's All-Star Laff-A-Lympics IV (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					3,280 4.5		4,740 6.5		4,880 6.7		5,390 7.4		5,760 7.9		5,690 7.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					3.6	4.8	3.8	6.6	3.2	6.8	3.1	6.8	7.9	8.1	7.7	8.3	7.3
W E K 5	TOTAL AUDIENCE (Households (000) & %)					2,550 3.5		3,860 5.3		5,610 7.7		6,560 9.0		7,870 10.8		7,290 10.0		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/Road Runner I	Bugs Bunny/Road Runner 2 (OP)	Bugs Bunny/Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					1,970 2.7		2,920 4.0		4,590 6.3		5,690 7.8		6,490 8.9		6,120 8.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.0	3.0	2.2	4.5	2.8	6.9	3.2	8.2	3.5	8.6	9.3	8.2	8.6
W E K 6	TOTAL AUDIENCE (Households (000) & %)					3,350 4.6		4,080 5.6		5,030 6.9		4,810 6.6		5,390 7.4		6,780 9.3		
	NBC TV							I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (I)	Think Pink Panther				
	AVERAGE AUDIENCE (Households (000) & %)					2,480 3.4		3,280 4.5		4,230 5.8		4,230 5.8		4,300 5.9		5,390 7.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.7	4.0	2.6	4.8	2.7	6.1	2.5	5.8	2.3	6.1	2.8	6.9	8.0
TV HOUSEHOLDS USING TV		WK 1	4.0	5.2	6.2	7.9	10.6	13.2	15.7	18.4	21.4	23.4	24.7	26.6	27.0	28.2	29.0	29.0
(See Def. 1)		WK 2	4.8	6.1	7.1	8.9	12.1	14.7	17.4	19.6	21.5	23.3	23.6	24.6	24.7	25.7	26.8	27.6

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-25

(1) "NBC JR. HALL OF FAME", NBC, (10:28-10:30AM)(SUS.).

DAY SAT. FEB. 4, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 28, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)		7,440 10.2		7,510 10.3		7,870 10.8						5,980 8.2					7,290 10.0	
<b>ABC TV</b>		Krofft Supershow '78-I		Krofft Supershow '78-II		ABC Weekend Specials "THE AMAZING COSMIC AWARENESS OF DUFFY MOON"				American Bandstand '78						World Series of Auto Racing		
<b>AVERAGE AUDIENCE</b> (Households (000) & %)		6,420 8.8		6,560 9.0		5,470 7.5		6.8*		8.1*		5,180 7.1					4,590 6.3	5.5*
<b>SHARE OF AUDIENCE %</b>		31		31		26		24 *		27 *		24					22	19 *
<b>AVG. AUD. BY 1/4 HR. %</b>		8.9	8.7	9.4	8.6	6.5	7.1	8.1	8.1	6.9	7.3						5.2	5.8
W E E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	9,700 13.3		7,360 10.1		7,870 10.8		6,490 8.9		5,830 8.0		4,450 6.1						
	<b>CBS TV</b>	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		Razzmatazz (1:30-2:00PM) (OP)						
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,160 11.2		6,270 8.6		6,560 9.0		5,470 7.5		4,740 6.5		3,570 4.9						
	<b>SHARE OF AUDIENCE %</b>	38		29		31		26		23		18						
	<b>AVG. AUD. BY 1/4 HR. %</b>	11.3	11.1	8.4	8.9	9.0	9.0	7.6	7.4	6.6	6.4	5.2	4.7					
W E E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	3,860 5.3		5,180 7.1		6,930 9.5												
	<b>NBC TV</b>	Thunder		Search and Rescue		National Kid's Quiz (12:00-1:00PM)												
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,280 4.5		4,370 6.0		4,880 6.7		6.4*		7.0*								
	<b>SHARE OF AUDIENCE %</b>	16		21		23		22 *		23 *								
	<b>AVG. AUD. BY 1/4 HR. %</b>	4.3	4.6	5.6	6.4	6.4	6.5	7.2	6.7									
W E E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,540 7.6		6,490 8.9		5,540 7.6		7,220 9.9										
	<b>ABC TV</b>	Krofft Supershow '78-I		Krofft Supershow '78-II		ABC Weekend Specials "SOUP AND ME"		American Bandstand '78										
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,810 6.6		5,540 7.6		4,740 6.5		4,740 6.5		6.3*		6.7*						
	<b>SHARE OF AUDIENCE %</b>	24		27		24		25		24 *		25 *						
	<b>AVG. AUD. BY 1/4 HR. %</b>	6.7	6.5	7.8	7.4	6.3	6.7	6.2	6.4	6.7	6.7							
W E E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	8,530 11.7		7,290 10.0		6,420 8.8		5,830 8.0		4,590 6.3		4,590 6.3						
	<b>CBS TV</b>	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "THAT'S MY NAME—DON'T WEAR IT OUT!"						
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	7,730 10.6		6,490 8.9		5,390 7.4		5,100 7.0		3,860 5.3		3,860 5.3						
	<b>SHARE OF AUDIENCE %</b>	38		32		27		27		20		20						
	<b>AVG. AUD. BY 1/4 HR. %</b>	10.1	11.0	8.9	8.8	7.5	7.2	7.1	7.0	5.2	5.4	5.3	5.3					
W E E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,610 7.7		6,120 8.4		5,180 7.1		4,670 6.4										
	<b>NBC TV</b>	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (2)										
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,810 6.6		5,100 7.0		4,450 6.1		3,860 5.3										
	<b>SHARE OF AUDIENCE %</b>	24		25		23		20										
	<b>AVG. AUD. BY 1/4 HR. %</b>	6.5	6.7	6.6	7.4	6.4	5.8	5.3	5.3									
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)		29.3	29.6	29.4	30.3	29.2	29.5	29.4	29.2	27.9	28.5	27.6	27.3	27.4	28.0	28.2	28.6	
<b>WK 2</b>		27.8	28.6	28.4	28.0	27.3	26.8	26.4	25.8	26.0	26.5	26.1	26.4	25.2	26.2	27.7	29.1	

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", NBC, (11:58-12:00NN)(SUS.).  
(2) "NBC JR. HALL OF FAME", NBC, (12:58-1:00PM)(SUS.).

DAY SAT. FEB. 4, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 28, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				11,590 15.9						16,480 22.6							5,540 7.6	
	ABC TV				World Series of Auto Racing				Pro Bowlers Tour					ABC Wide World of Sports				ABC Saturday Evening News	
	AVERAGE AUDIENCE (Households (000) & %)				7,440 10.2				8.9*		10.8*		9,330 12.8	12.4*		12.5*		4,740 6.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				7.1* 24 *				26 *		30 *		28 *	30 *		28 *		13.4* 27 *	12 6.6
2	TOTAL AUDIENCE (Households (000) & %)						5,640 7.8				8,310 11.4							9,770 13.4	
	CBS TV								Andy Williams Golf (4:00-5:00PM)				CBS Sports Spectacular					CBS Saturday News with Bob Schieffer	
	AVERAGE AUDIENCE (Households (000) & %)						3,650 5.0		4.8*		5,390 7.4		6.1*		8.6*			8,600 11.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 4.7		14 *		14 *		16 *		20 *			23 11.4	12.1
1	TOTAL AUDIENCE (Households (000) & %)						10,420 14.3											7,220 9.9	
	NBC TV																	NBC Nightly News- Sat.	
	AVERAGE AUDIENCE (Households (000) & %)						4,960 6.8		6.2*		6.3*		6.8*		7.8*			6,270 8.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 6.2		17 *		16 *		17 *		18 *			16 8.4	8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		9,990 13.7						16,110 22.1						10,940 15.0				
	ABC TV								Pro Bowlers Tour				ABC Wide World of Sports					Hawaiian Open Golf (6:00-7:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)		5,980 8.2						9,700 13.3						6,340 8.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 6.0		6.4* 21 *				28 *		32 *		14.1* 36 *		14.1* 32 *		8.5* 20 *		8.9* 19 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,130 13.9											10,790 14.8	
	CBS TV												CBS Sports Spectacular					CBS Saturday News with Bob Schieffer	
	AVERAGE AUDIENCE (Households (000) & %)						5,030 6.9		6.9*				6.7*		6.9*			9,330 12.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 6.6		21 *				19 *		17 *			25 12.3	13.4
2	TOTAL AUDIENCE (Households (000) & %)						9,700 13.3											6,930 9.5	
	NBC TV																	NBC Nightly News- Sat.	
	AVERAGE AUDIENCE (Households (000) & %)						3,860 5.3		4.8*		4.5*		5.4*		6.7*			6,120 8.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 5.1		14 *		13 *		14 *		16 *			17 8.1	8.7
TV HOUSEHOLDS USING TV WK 1			29.1	31.2	32.8	34.6	35.4	37.1	38.4	38.7	39.7	42.0	43.6	45.1	48.1	49.5	51.5	53.2	
(See Def. 1) WK 2			29.5	30.1	30.0	32.3	33.4	33.1	34.1	35.3	36.7	38.8	41.2	43.6	46.3	47.5	50.0	51.8	

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

\* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

DAY SAT. FEB. 4, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 29, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	2,700 3.7
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	2,410 3.3
	SHARE OF AUDIENCE %																	15
	AVG. AUD. BY ¼ HR. %																	3.2 3.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)									1,460 2.0			1,460 2.0					
	AVERAGE AUDIENCE (Households (000) & %)									1,020 1.4			1,240 1.7					
	SHARE OF AUDIENCE %									10			10					
	AVG. AUD. BY ¼ HR. %									1.1	1.7		1.6	1.8				
	NBC TV																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	1,900 2.6
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	1,530 2.1
	SHARE OF AUDIENCE %																	9
	AVG. AUD. BY ¼ HR. %																	1.8 2.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)									1,820 2.5			1,970 2.7					
	AVERAGE AUDIENCE (Households (000) & %)									1,310 1.8			1,680 2.3					
	SHARE OF AUDIENCE %									13			13					
	AVG. AUD. BY ¼ HR. %									1.4	2.3		2.1	2.4				
	NBC TV																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2,770 3.8
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	2,260 3.1
	SHARE OF AUDIENCE %																	14
	AVG. AUD. BY ¼ HR. %																	3.1 3.2
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		3.3	3.8	4.6	5.3	5.7	7.1	9.6	12.3	14.4	16.1	17.2	19.2	19.6	20.7	21.2	22.2	
WK 2		3.2	3.7	4.9	6.4	7.7	9.6	11.6	12.8	14.2	16.3	18.1	19.2	21.1	22.2	22.4	23.9	
U. S. TV Households: 72,900,000																		
*Half-hour ratings (for immediately preceding and subject quarter-hour) (B) Broadcast (C) Cable (D) Satellite (E) Other																		

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. FEB. 5, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 29, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	2,700 3.7		3,720 5.1		2,550 3.5								12,320 16.9				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,480 3.4		2,920 4.0		2,040 2.8								7,870 10.8		9.3*		11.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	15 3.3		17 4.2		12 2.8								32 8.9		29* 9.7		33* 11.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)			3,210 4.4						6,200 8.5			13,490 18.5					
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,620 3.6						4,160 5.7			6,200 8.5					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			16 3.3						22 5.0			26 8.4					
1	TOTAL AUDIENCE (Households (000) & %)							3,280 4.5						3,060 4.2		7,580 10.4		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)							2,840 3.9						2,330 3.2		3,940 5.4		4.5*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %							16 4.0						10 3.0		15 4.4		13* 4.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)	2,550 3.5		3,280 4.5		3,060 4.2								10,940 15.0				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,040 2.8		2,620 3.6		2,480 3.4								7,220 9.9		8.7*		10.7*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	12 2.5		15 3.6		13 3.6								26 7.9		24* 9.5		28* 10.8
2	TOTAL AUDIENCE (Households (000) & %)			4,230 5.8						7,440 10.2		6,780 9.3	14,140 19.4					
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.8						5,610 7.7		5,980 8.2	7,360 10.1					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			18 4.4						26 6.7		26* 8.1	28 10.1					
W E K 2	TOTAL AUDIENCE (Households (000) & %)							3,500 4.8						3,650 5.0		7,650 10.5		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)							2,620 3.6						2,990 4.1		4,520 6.2		5.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %							14 3.5						11 3.8		16 5.1		13* 5.5
TV HOUSEHOLDS USING TV WK 1		22.6	22.9	23.1	23.8	23.3	24.4	25.0	25.3	26.3	27.8	30.0	31.4	32.8	33.4	34.7	35.0	
(See Def. 1) WK 2		24.1	24.0	24.3	24.8	24.7	26.0	26.8	28.1	30.1	31.9	33.2	34.3	35.5	37.9	39.3	39.4	

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

DAY SUN. FEB. 5, 1978

VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) FOR REMAINING RATINGS, SEE OP PAGES.

(2) "DAYTONA UPDATE I", CBS, (1:39-1:45PM)(S).



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 29, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

(1)	11,080 15.2						7,140 9.8	14,510 19.9									
	International Amateur Boxing					(2)	ABC Wide World of Sports										
	7,800 10.7						6,930 9.5	8,750 12.0									
	29						25	28									
	12.5	10.3	10.4	10.6*	29 *	11.3	9.5	10.2	10.4*		12.0*				13.7*		
									26 *		28 *				30 *		
									10.6	11.3	12.6	13.5			13.8		

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

					10,570 14.5											10,570 14.5	
	NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-6:00PM)						Andy Williams Golf (4:00-6:00PM)						CBS Evening News				
	8.2*				5,320 7.3											9,040 12.4	
	24 *				18											22	
	8.3	8.2	8.5	8.7*	6.5	6.9	6.6	7.1	7.5	7.7	7.6	8.5				11.5	13.4
				25 *													
				8.9													

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

					11,960 16.4											9,260 12.7	
	Sportsworld						NCAA Basketball Game "MARYLAND VS. NOTRE DAME" (4:00-6:00PM)										NBC Nightly News-Sun.
	5.9*				7,290 10.0											7,650 10.5	
	17 *				25											19	
	5.3	6.5	6.2	5.8*	7.8	9.0	9.7	10.5	11.1	11.2	10.8	9.8				10.3	10.8
				15 *													
				5.3													

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

(1)	6,710 9.2	13,630 18.7															
(2)	ABC Wide World of Sports												Hawaiian Open Golf (5:00-7:00PM)				
	6,560 9.0	8,530 11.7															
	23	28															
	10.6	9.0	9.6	10.2*	12.5	12.8	12.6	12.3*	7,950 10.9	10.5*							
				25 *				29 *	23	25 *							
				10.9				12.0	10.6	10.3	11.2	10.9	10.9	10.6*	11.0	11.6*	22 *
														21 *			
														10.3			

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

					7,650 10.5											10,500 14.4	
	NBA All-Star Game "EAST VS. WEST" (1:45-4:00PM)						CBS Sports Special "THE IMPOSSIBLE DREAM: BALLOONING ACROSS THE ATLANTIC" (4:00-4:30PM)						Festival Of Lively Arts "WHAT'S A MUSEUM FOR, ANYWAY?" (5:00-6:00PM)				
	9.7*				5,180 7.1											9,040 12.4	
	26 *				18											22	
	9.8	9.6	9.6	9.9*	7.3	7.2	6.9	6.9*	4,740 6.5	6.3*						11.7	13.0
				26 *				17 *	14	14 *							
				10.3				6.9	6.1	6.5	6.8	6.8					

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

					13,410 18.4											6,710 9.2	
	Sportsworld						NCAA Basketball Game "MARQUETTE VS. SOUTH CAROLINA" (4:00-6:34PM)										NBC Nightly News-Sun.
	6.7*				5,830 8.0											5,760 7.9	
	17 *				18											22 *	
	6.4	6.9	7.0	6.5*	5.6	5.4	5.9	5.7	7.3	8.1	8.6	10.1	11.2	11.3*	11.5	7.8	8.0
				16 *										20 *			

TV HOUSEHOLDS USING TV WK 1	35.2	35.8	36.5	37.1	38.6	40.1	41.6	42.5	43.3	44.3	45.6	47.5	50.8	52.9	55.1	57.4
(See Def. 1)	39.7	39.5	39.5	40.1	40.6	41.5	42.2	42.1	42.7	45.3	47.6	49.7	52.3	54.0	55.9	57.9

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section; Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1						WEEK 2							
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																
ABC	9.00-11.43PM PRO BOWL FOOTBALL GAME(S)	11.00	FOR RTGS SEE PAGE A-2		15.8* 31*			16.1	7,730 10.6		5,320 7.3 27 7.5* 25*			7.3 7.6 7.3 7.3 6.6		
		11.15						15.5								
		11.30						15.4								
ABC	12.13- 1.19AM POLICE STORY-MON 11.30-12.37AM	11.30	4,740	6.5	3,130	4.3	22	5.6	7,730 10.6	5,320	7.3 27 7.5* 25*	7.3 7.6 7.3 7.3 6.6				
		11.45						4.9								
		12.00						4.4								
		12.15						4.3*								
		12.30						23*								
		12.45						4.2								
		1.00						4.0								
		1.15						3.6								
EVENING TUESDAY																
ABC	11.30- 1.00AM TUESDAY MOVIE OF THE WEEK 11.30- 1.12AM	11.30	8,160	11.2	5,540	7.6 8.0*	29 25*	8.0	6,930 9.5	4,370	6.0 25 6.3* 19*	6.2 6.4 6.5 6.5 5.6 5.3				
		11.45						8.0								
		12.00						7.8								
		12.15						7.6*								
		12.30						31*								
		12.45						7.4								
								7.3*								
								34*								
EVENING WEDNESDAY																
CBS	9.00-11.41PM CBS TUESDAY NIGHT MOVIES	1.00	FOR RTGS SEE PAGE A-5		18.6* 39*			5.2 19.0								
		11.00														
		11.15														
		11.30	FOR RTGS SEE PAGE A-7			25.9* 40*	25.4									
ABC	9.25-10.25PM CHARLIE'S ANGELS	10.15														
ABC	10.25-11.25PM STARKY AND HUTCH	11.00														
		11.15	FOR RTGS SEE PAGE A-7		20.7* 40*			21.1								
ABC	11.55-12.25AM GREAT CANAL QUESTION(S)	11.45														
		12.00														
		12.15	4,450	6.1	3,860	5.3	20	5.7 5.5 4.8								
ABC	11.30-12.34AM POLICE STORY-WED 12.25- 1.27AM	11.30	7,730	10.6	5,540	7.6 8.4*	28 26*	8.6	4,810 6.6	3,350	4.6 26 4.8* 25* 4.2* 29*	5.0 5.1 4.5 4.4 4.0				
		11.45						8.3								
		12.00						7.2								
		12.15						7.1*								
		12.30						30*								
		12.45						7.0								
		1.00						5.8								
		1.15														
ABC	12.34- 1.29AM WED. MYSTERY OF THE WEEK	12.30	3,790	5.2	2,920	4.0 4.3*	25 24*	4.7	5,250 7.2	4,670	6.4 22	6.4				
		12.45						4.1								
		1.00						3.7								
		1.15						3.6								
CBS	11.54-12.01AM CARTER ANALYSIS(S) CONT'D	11.45														



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1														WEEK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER	HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	%	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
						HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
EVENING WEDNESDAY CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
	CBS	11.54-12.01AM	CARTER ANALYSIS(S)-CONT'D		12.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1						WEEK 2					
		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING SATURDAY CONT'D													
NBC 11.30- 1.01AM U.S. OLYMPIC TRACK MEET-CONT'D	1.00												4.0
EVENING SUNDAY													
ABC -7.58- 7.59PM ABC MINUTE MAGAZINE	7.45	8,890	12.2	8,890	12.2	19	12.2						
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	13,850	19.0	13,850	19.0	28	19.0						
CBS 8.58- 8.59PM NEWSBREAK-SUN.	8.45	14,000	19.2	14,000	19.2	29	19.2	10,500	14.4	10,500	14.4	21	14.4
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.	8.45	15,310	21.0	15,310	21.0	31	21.0	12,980	17.8	12,980	17.8	25	17.8
NBC 11.30-12.00MD NBC SPEC. REPORT-SADAT(S)	11.30 11.45							5,100	7.0	3,860	5.3	17	6.3 4.4
NBC 12.00- 1.00AM NBC LATE NIGHT MOVIE	12.45							FOR RTGS SEE PAGE A-17			1.6*	9*	1.5
EVENING MONDAY-FRIDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F 8.45 9.45 10.15	12,680	17.4	12,680	17.4	26	17.3 17.5	12,390	17.0	12,390	17.0	26	16.9 16.3 19.1
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F 8.45	10,210	14.0	10,210	14.0	21	14.0	11,810	16.2	11,810	16.2	24	16.2
CBS 11.30- 1.06AM LATE MOVIE I	M-F 1.45							FOR RTGS SEE PAGE A-17			3.3*	34*	3.1
CBS 1.13- 2.13AM LATE MOVIE II 1.57- 2.57AM	TUWF 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15	4,670	6.4	3,720	5.1 6.5* 5.4* 5.2*	26 21* 24* 30*	6.9 6.3 5.4 4.6 4.5 4.4	4,450	6.1	3,350	4.6 6.9* 5.8* 5.3* 4.2*	26 22* 23* 27* 32*	7.7 6.5 5.9 5.7 4.5 4.4 4.3 3.4 3.1 2.4
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F 8.45 9.00 9.15	12,760	17.5	12,760	17.5	26	16.5 21.4	10,280	14.1	10,280	14.1	21	13.1
NBC 11.30-12.46AM TONIGHT SHOW	M-F 1.00							FOR RTGS SEE PAGE A-17					18.1 4.3
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH 1.45 2.00							FOR RTGS SEE PAGE A-17			3.0*	28*	2.8
DAY MONDAY-FRIDAY													
ABC 2.00- 3.00PM ONE LIFE TO LIVE	M-F 3.00 3.15							FOR RTGS SEE PAGE A-21					8.3
ABC 3.00- 4.00PM GENERAL HOSPITAL	M-F 4.00 4.15							FOR RTGS SEE PAGE A-23			8.5*	26*	8.6
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED. 4.30 4.45	9,910	13.6	7,070	9.7 9.2*	23 23*	8.9 9.4				9.1*	24*	8.9
CONT'D													
A-41 U.S. TV HOUSEHOLDS: 72,900,000 FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)													



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL TV/CSTV TV AUDIENCE ESTIMATES																	
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1							WEEK 2					
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY CONT'D																	
ABC	4.30-	5.30PM	ABC AFTERSCHOOL SPECIAL-CONT'D	5.00						10.1							
				5.15						10.6							
ABC	5.00-	6.33PM	BING CROSBY-PRO AM-MON(S)	5.00	15,240	20.9	6,710	9.2	21	8.6							
				5.15						7.7							
				5.30						8.2							
				5.45						8.7							
				6.00						10.1							
				6.15						10.6							
				6.30						11.7							
ABC	6.44-	7.00PM	ABC EVENING NEWS(S)	6.30	6,850	9.4	6,710	9.2	15	9.2							
				6.45						9.2							
CBS	10.00-	11.00AM	MAGAZINE(S)	10.00						6,710	9.2	4,230	5.8	29	5.3		
				10.15									5.5*	27*	5.7		
				10.30											6.4		
				10.45									6.1*	30*	5.9		
CBS	11.55-	11.59AM	CBS MID-DAY NEWS-EDWARDS	11.45	5,320	7.3	4,960	6.8	25	6.8	5,250	7.2	4,880	6.7	26	6.7	
CBS	2.30-	3.30PM	GUIDING LIGHT	3.30							FOR RTGS SEE PAGE A-21					8.5	
				3.45										8.4*	24*	8.3	
CBS	4.00-	4.30PM	ALL IN THE FAMILY M-F(B)	4.00							4,810	6.6	4,230	5.8	16	5.7	

				4.15									5.9			
DAY SATURDAY																
ABC	8.55-	8.59AM	SCHOOLHOUSE ROCK- 8.55AM	8.45	5,250	7.2	4,670	6.4	37	6.4	5,180	7.1	4,740	6.5	36	6.5
ABC	10.25-	10.29AM	SCHOOLHOUSE ROCK-10.25AM	10.15	8,020	11.0	7,730	10.6	38	10.6	6,270	8.6	5,690	7.8	30	7.8
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	7,800	10.7	7,290	10.0	35	10.0	5,320	7.3	4,810	6.6	24	6.6
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	6,120	8.4	5,690	7.8	27	7.8	5,610	7.7	5,030	6.9	25	6.9
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	1,970	2.7	1,900	2.6	20	2.6	2,550	3.5	2,110	2.9	20	2.9
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	3,500	4.8	2,770	3.8	21	3.8	3,940	5.4	3,720	5.1	26	5.1
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM	9.45	8,600	11.8	8,240	11.3	42	11.3	5,900	8.1	5,900	8.1	33	8.1
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	8,530	11.7	8,090	11.1	39	11.1	7,220	9.9	6,630	9.1	35	9.1
CBS	10.56-	10.59AM	IN THE NEWS-10.56AM	10.45	8,530	11.7	8,160	11.2	39	11.2	6,560	9.0	6,270	8.6	31	8.6
CBS	11.26-	11.29AM	IN THE NEWS-11.26AM	11.15	7,950	10.9	7,220	9.9	33	9.9	8,240	11.3	7,650	10.5	37	10.5
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	7,220	9.9	6,200	8.5	28	8.5	6,710	9.2	5,980	8.2	29	8.2
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	6,420	8.8	6,120	8.4	28	8.4	5,180	7.1	4,810	6.6	25	6.6
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	5,690	7.8	5,390	7.4	25	7.4	5,030	6.9	4,670	6.4	25	6.4
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	4,960	6.8	4,590	6.3	22	6.3	4,160	5.7	3,940	5.4	20	5.4
CBS	1.56-	1.59PM	IN THE NEWS- 1.56PM	1.45	3,500	4.8	3,280	4.5	16	4.5	4,300	5.9	3,860	5.3	20	5.3
DAY SUNDAY																
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	2,480	3.4	2,410	3.3	15	3.3	2,040	2.8	1,750	2.4	10	2.4
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,840	3.9	2,480	3.4	14	3.4	2,770	3.8	2,620	3.6	15	3.6
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM	9.15	1,240	1.7	1,170	1.6	11	1.6	1,970	2.7	1,750	2.4	15	2.4
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM	9.45	1,390	1.9	1,170	1.6	9	1.6	2,190	3.0	1,900	2.6	14	2.6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2			
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		TOTAL AUDIENCE	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%
DAY SUNDAY CONT'D												
	CBS	1.00-	1.39PM CHALLENGE OF THE SEXES	1.30							FOR RTGS SEE PAGE A-33	8.8
	CBS	1.45-	4.03PM NBA BASKETBALL GAME	4.00					9.1			
	CBS	4.55-	5.00PM DAYTONA UPDATE II(S)	4.45							5,830 8.0	6.5
	NBC	4.00-	6.34PM NCAA BASKETBALL GAME-SUN.	6.30							FOR RTGS SEE PAGE A-35	12.3